ISRAEL

Key Findings

JULY | 2025

THE *Study*

WE ARE HERE

Phase 1

QUALITATIVE

15 FOCUS GROUPS

6 Groups in US
3 groups in each of
UK, DE and FR

Gen Pop, opinion elites and Gen Z
Exploration of issues and context for
Phases 2 and 3.

Phase 2

QUANTITATIVE MESSAGE TESTING

8,050 TOTAL INTERVIEWS

3,250 interviews in the U.S.
1,200 in each of UK, GERMANY (DE),
FRANCE (FR) and SPAIN (ES)

Starting point: where people are now
Message resonance and prioritization.

Phase 3

ANIMATIC TESTING

5,600 INTERVIEWS

4,000 interviews in the U.S.
1,600 UK / Europe (not yet
complete)

Testing the specifics of
messages, tone and delivery.

STAGWELL
TRANSFORMING MARKETING

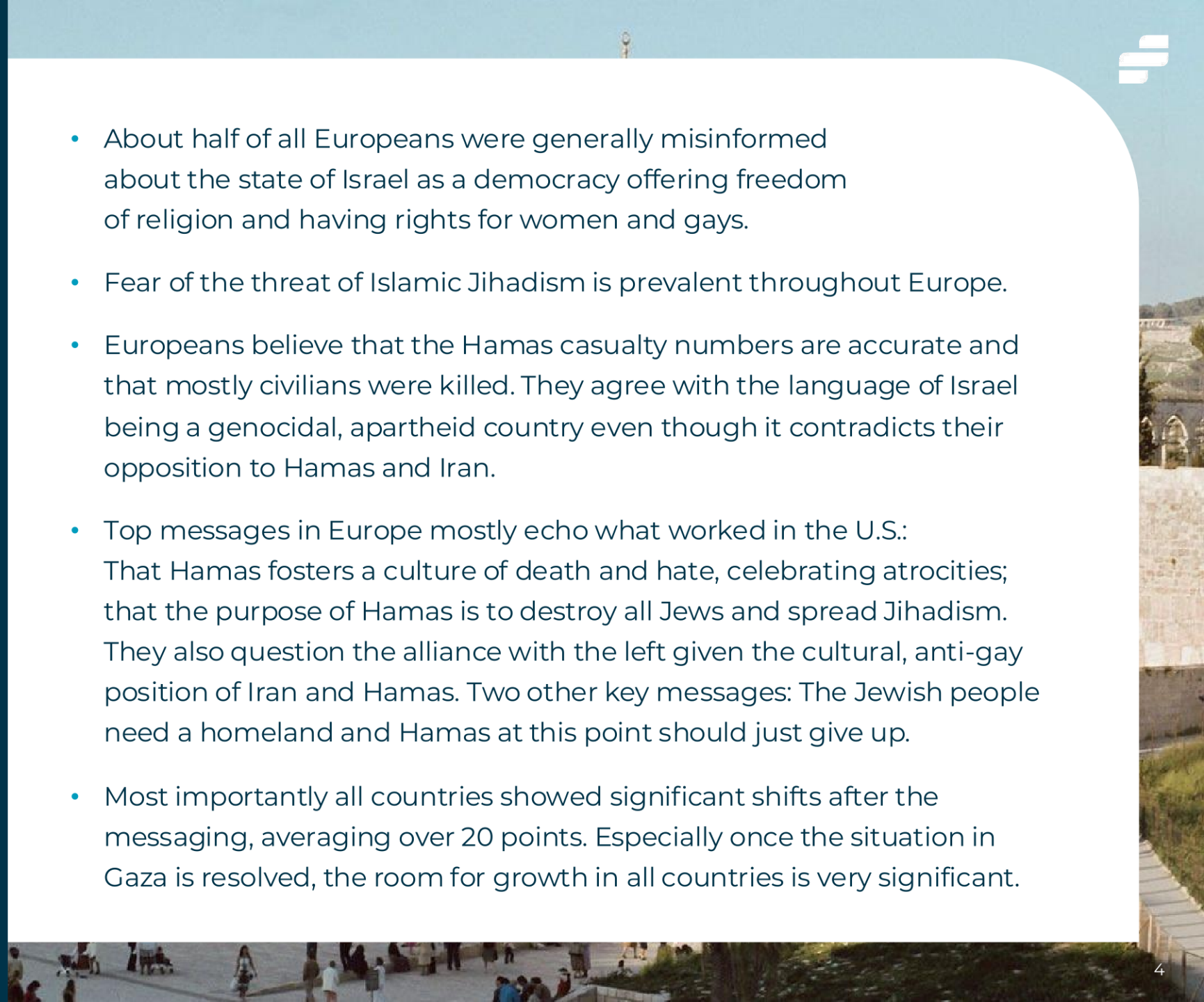
KEY *Findings*

- International attitudes toward Israel and the conflict are consistently worse in Europe than in the United States, particularly in the UK, France and especially in Spain.
- Most Europeans support the “Palestinians” (except in Germany) over Israel, but they do recoil against both Hamas and Iran.
- 18-24 year-olds are uniformly the worst performing group, though attitudes in Spain are across the board negative to Israel.
- Nearly half or more of all Europeans believe that Palestinians were there first and solid majorities believe they had a nation there.
- But 8 in 10 Europeans nevertheless believe Israel has a right to exist as a nation state and the homeland of the Jewish people.
- They also see the Palestinians as having a right to a state

KEY *Findings*

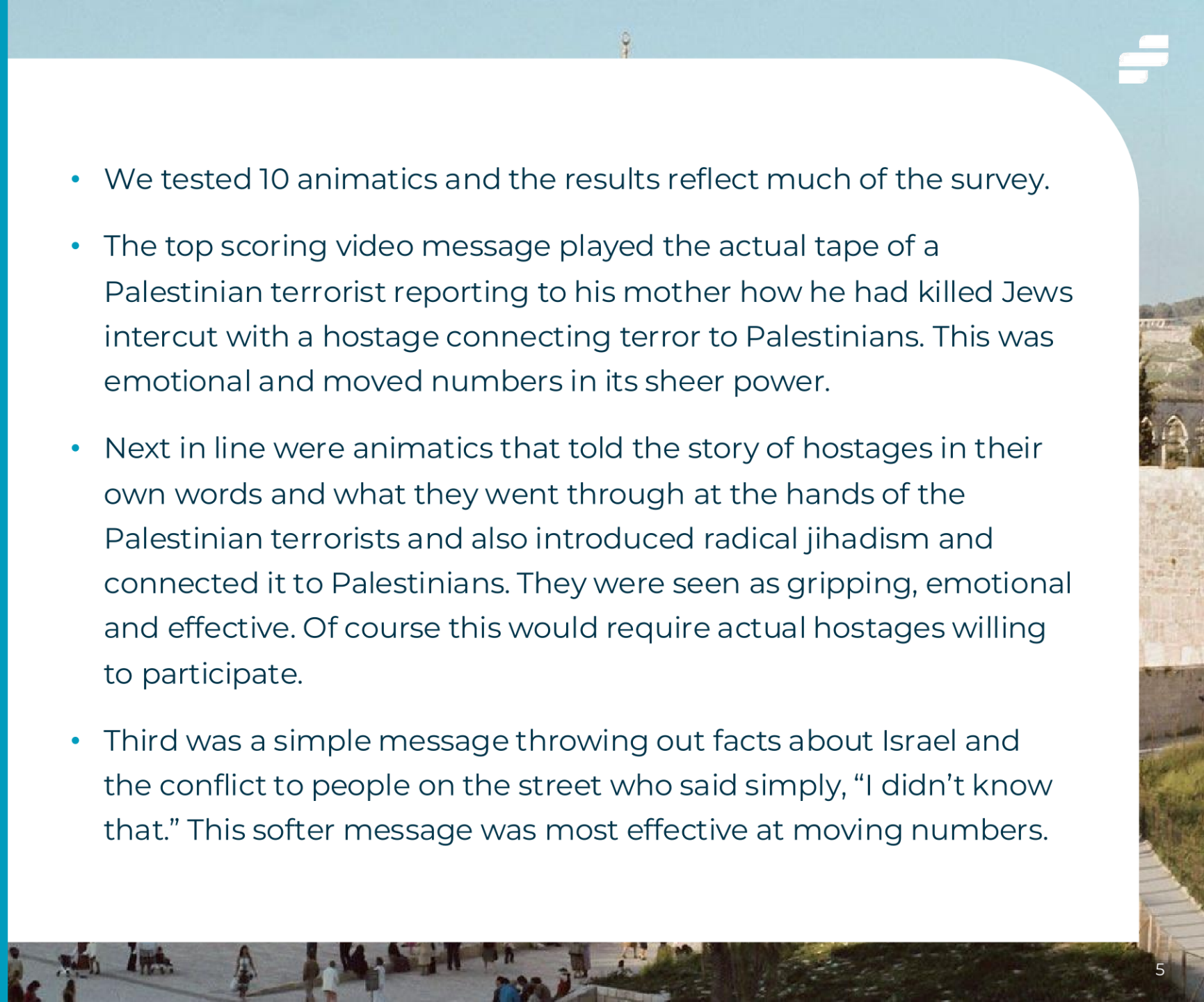
CONTINUED

- About half of all Europeans were generally misinformed about the state of Israel as a democracy offering freedom of religion and having rights for women and gays.
- Fear of the threat of Islamic Jihadism is prevalent throughout Europe.
- Europeans believe that the Hamas casualty numbers are accurate and that mostly civilians were killed. They agree with the language of Israel being a genocidal, apartheid country even though it contradicts their opposition to Hamas and Iran.
- Top messages in Europe mostly echo what worked in the U.S.: That Hamas fosters a culture of death and hate, celebrating atrocities; that the purpose of Hamas is to destroy all Jews and spread Jihadism. They also question the alliance with the left given the cultural, anti-gay position of Iran and Hamas. Two other key messages: The Jewish people need a homeland and Hamas at this point should just give up.
- Most importantly all countries showed significant shifts after the messaging, averaging over 20 points. Especially once the situation in Gaza is resolved, the room for growth in all countries is very significant.



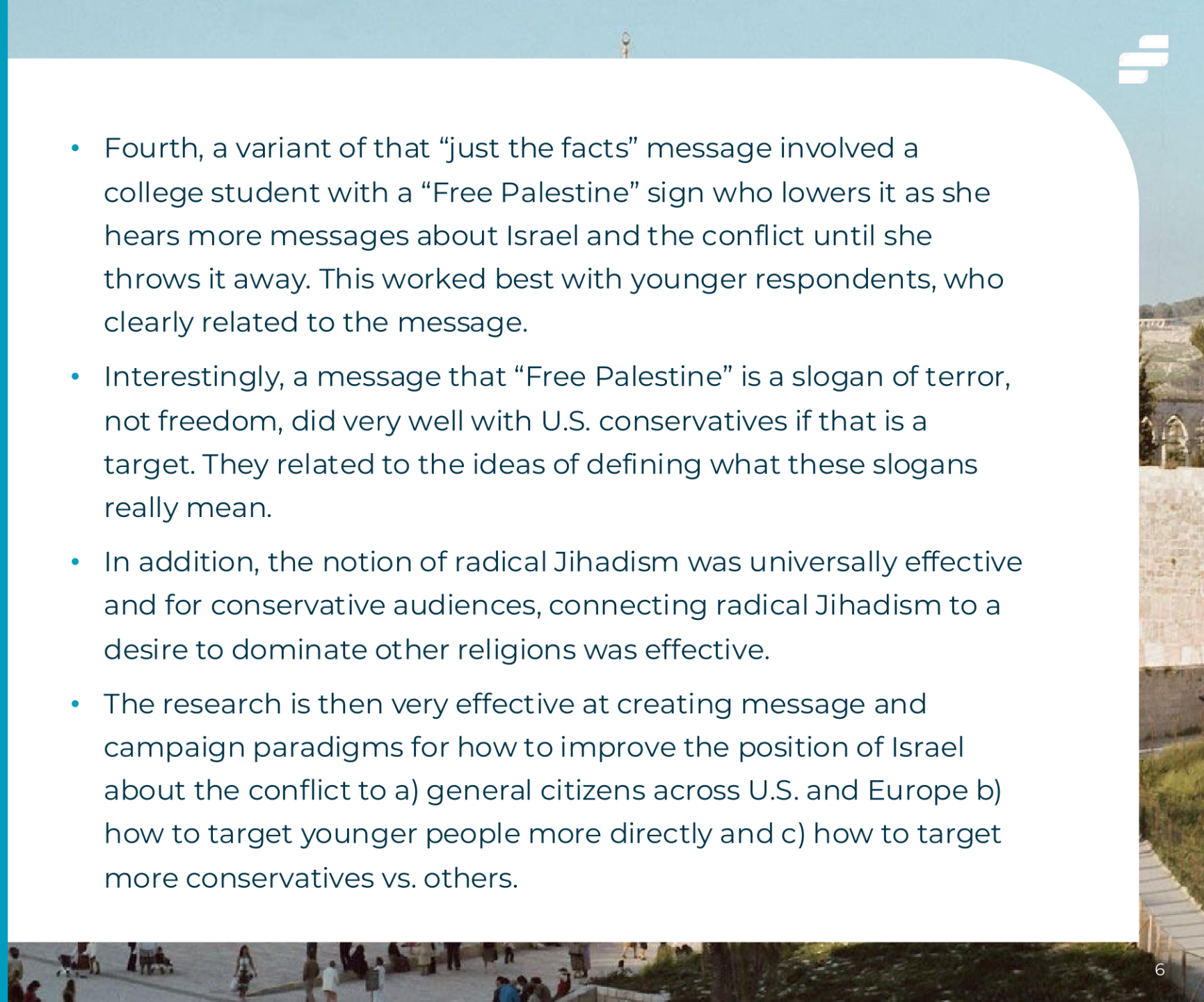
RECOMMENDED *Messages*

- We tested 10 animatics and the results reflect much of the survey.
- The top scoring video message played the actual tape of a Palestinian terrorist reporting to his mother how he had killed Jews intercut with a hostage connecting terror to Palestinians. This was emotional and moved numbers in its sheer power.
- Next in line were animatics that told the story of hostages in their own words and what they went through at the hands of the Palestinian terrorists and also introduced radical jihadism and connected it to Palestinians. They were seen as gripping, emotional and effective. Of course this would require actual hostages willing to participate.
- Third was a simple message throwing out facts about Israel and the conflict to people on the street who said simply, “I didn’t know that.” This softer message was most effective at moving numbers.



RECOMMENDED *Messages*

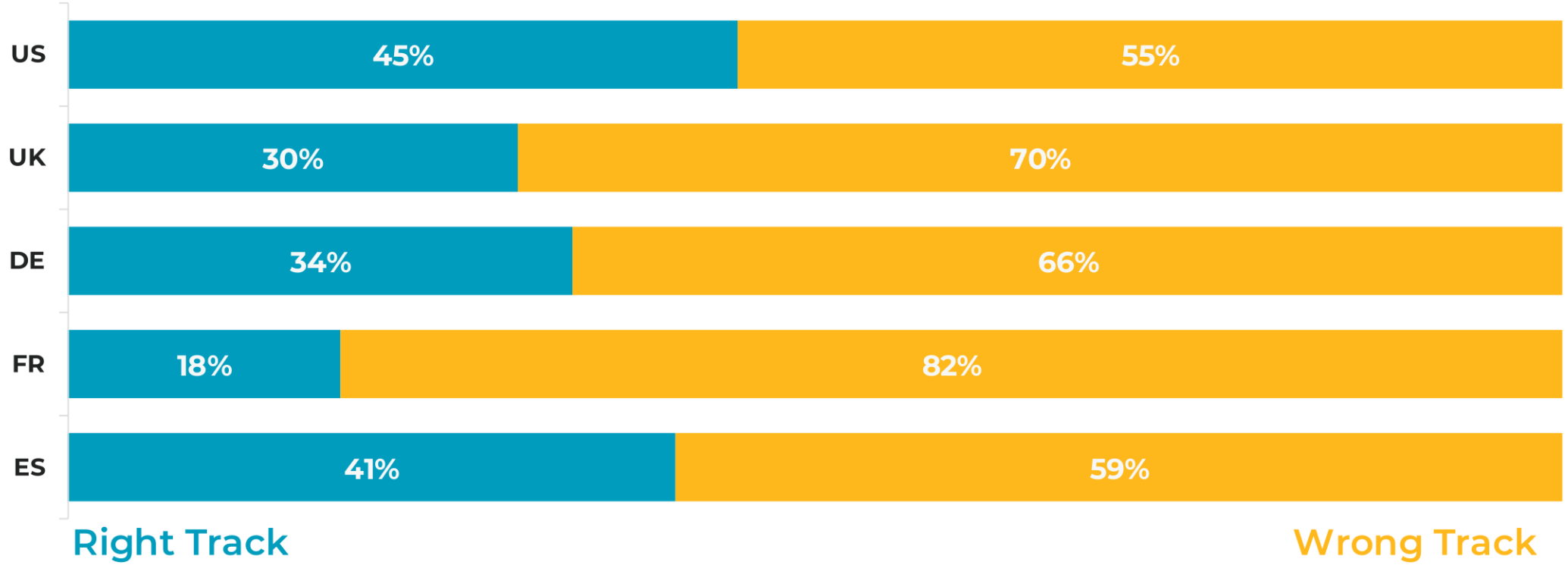
- Fourth, a variant of that “just the facts” message involved a college student with a “Free Palestine” sign who lowers it as she hears more messages about Israel and the conflict until she throws it away. This worked best with younger respondents, who clearly related to the message.
- Interestingly, a message that “Free Palestine” is a slogan of terror, not freedom, did very well with U.S. conservatives if that is a target. They related to the ideas of defining what these slogans really mean.
- In addition, the notion of radical Jihadism was universally effective and for conservative audiences, connecting radical Jihadism to a desire to dominate other religions was effective.
- The research is then very effective at creating message and campaign paradigms for how to improve the position of Israel about the conflict to a) general citizens across U.S. and Europe b) how to target younger people more directly and c) how to target more conservatives vs. others.



CROSS NATIONAL COMPARISON: RIGHT TRACK OR THE WRONG TRACK

U.S. AND SPAIN ARE THE MOST OPTIMISTIC, BUT STILL THE MAJORITY SAY THEIR COUNTRY IS ON THE WRONG TRACK.

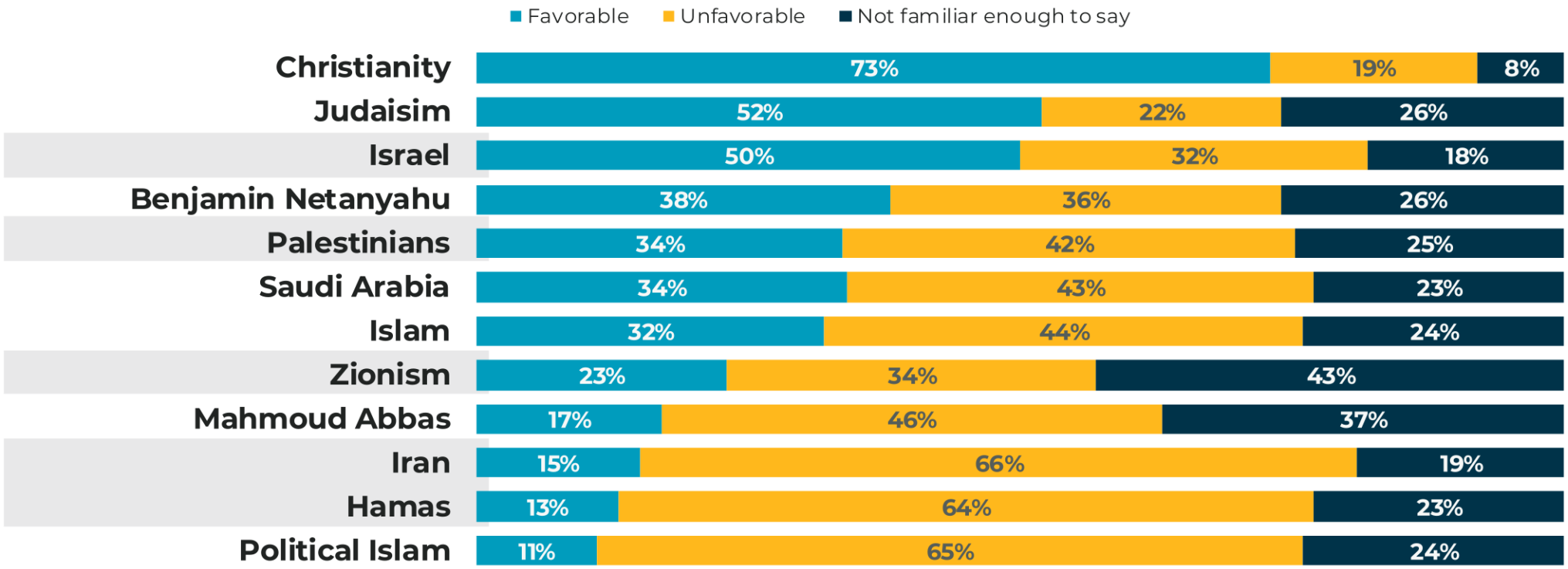
Would you say that things in your country are generally on the right track or off the wrong track?



IN THE U.S., ISRAEL HAS A STRONG POSITION OVER HAMAS & IRAN, BUT LESS STRONG AGAINST PALESTINIANS

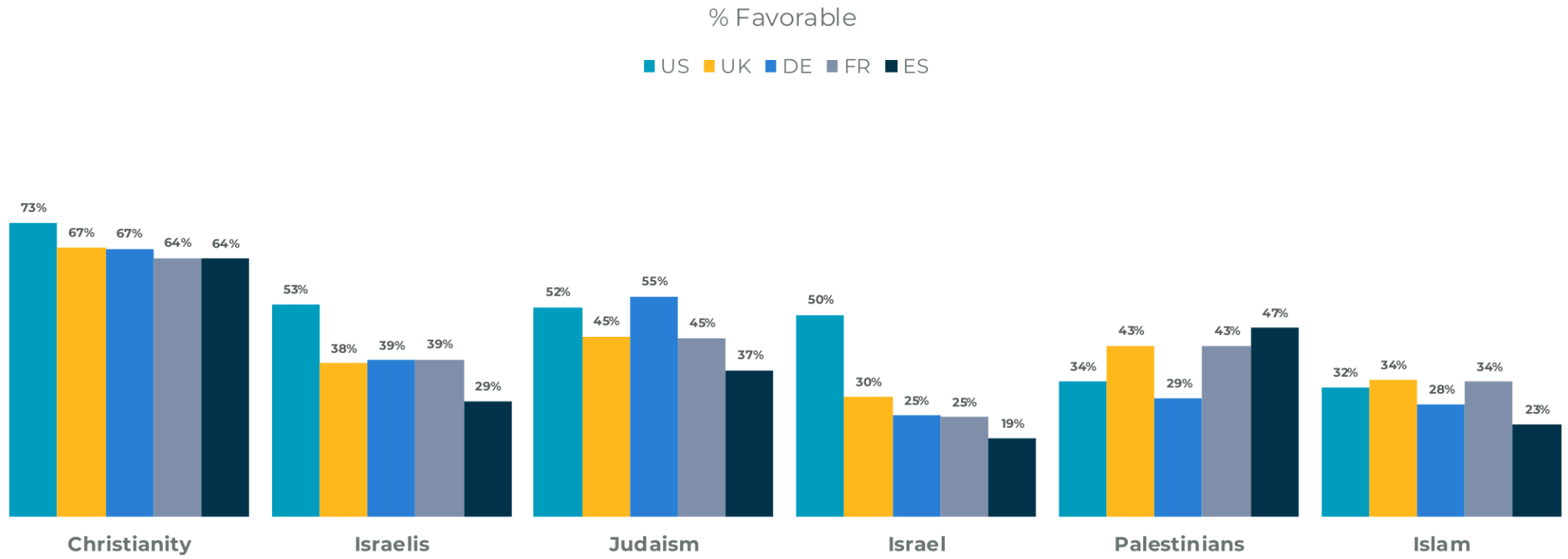
SUPPORT FOR ZIONISM IS LESS CERTAIN, WITH 43% TOO UNFAMILIAR TO HAVE AN OPINION.

For each of the following, please tell me if you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable or if you do not have enough information to form an opinion.



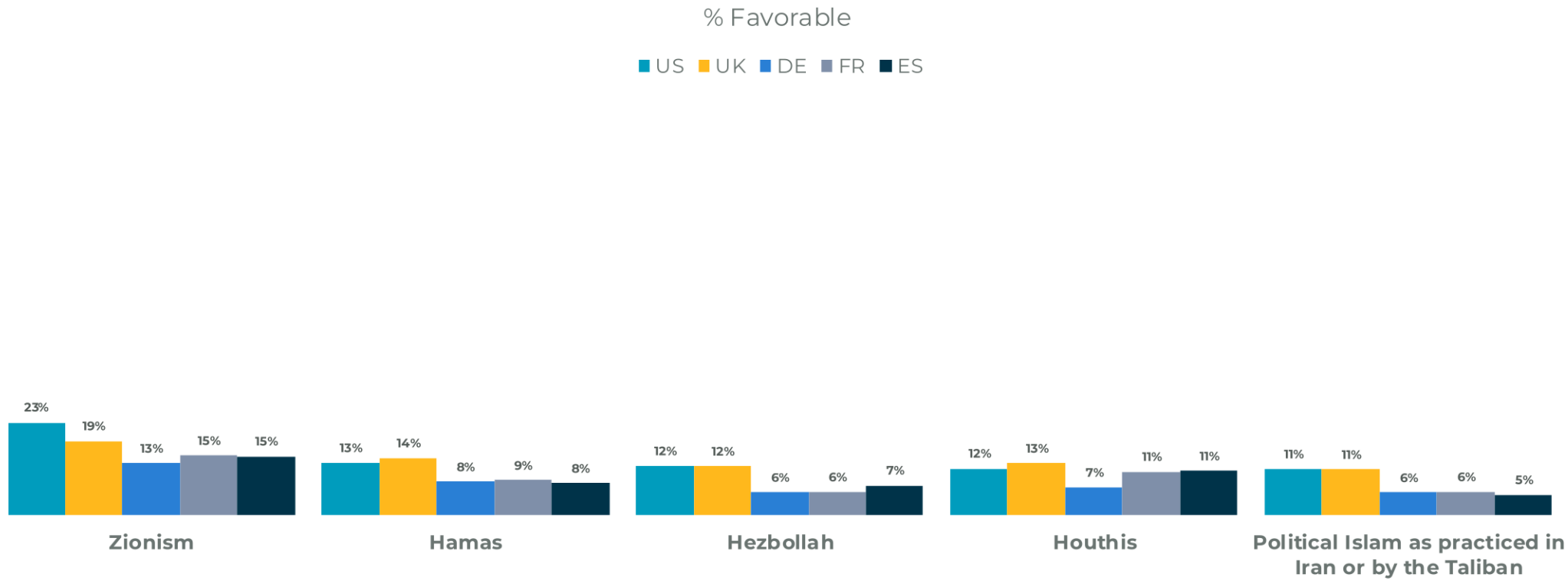
CROSS NATIONAL COMPARISON: FAVORABILITY

For each of the following, please tell me if you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable or if you do not have enough information to form an opinion.



CROSS NATIONAL COMPARISON: FAVORABILITY (CONTINUED)

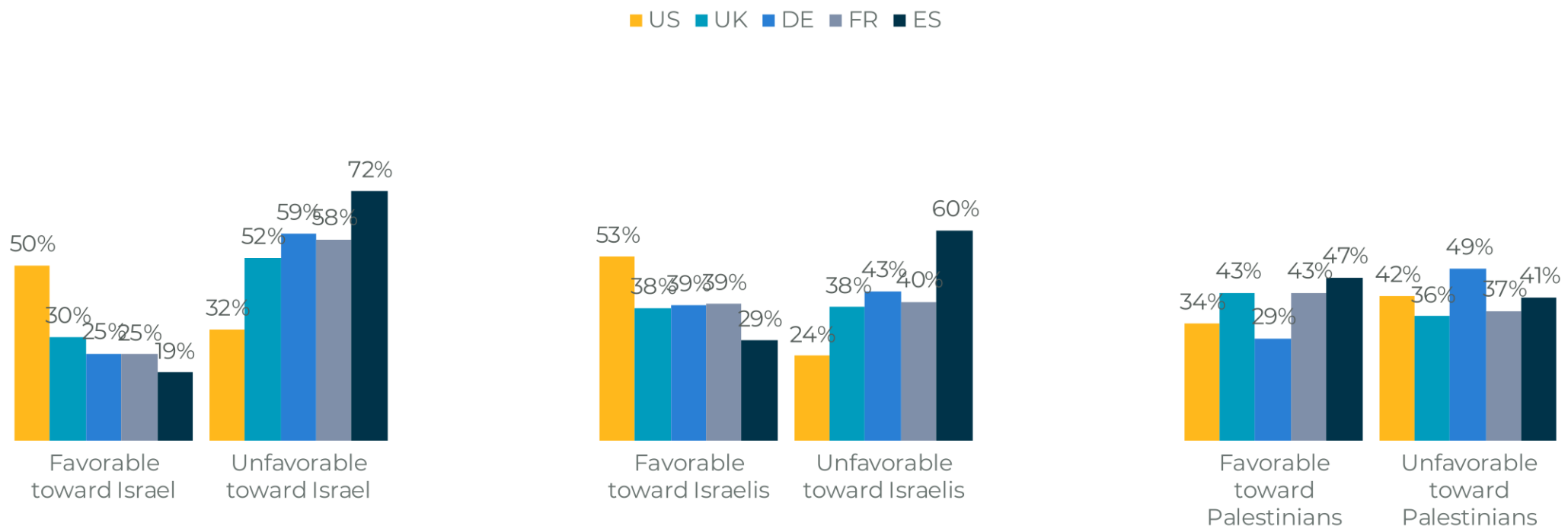
For each of the following, please tell me if you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable or if you do not have enough information to form an opinion.



CROSS NATIONAL COMPARISON: FAVORABILITY TOWARD ISRAEL, ISRAELIS, AND PALESTINIANS

SPAIN RECORDS THE LOWEST LEVEL OF FAVORABILITY FOR ISRAEL ACROSS THE MARKETS.

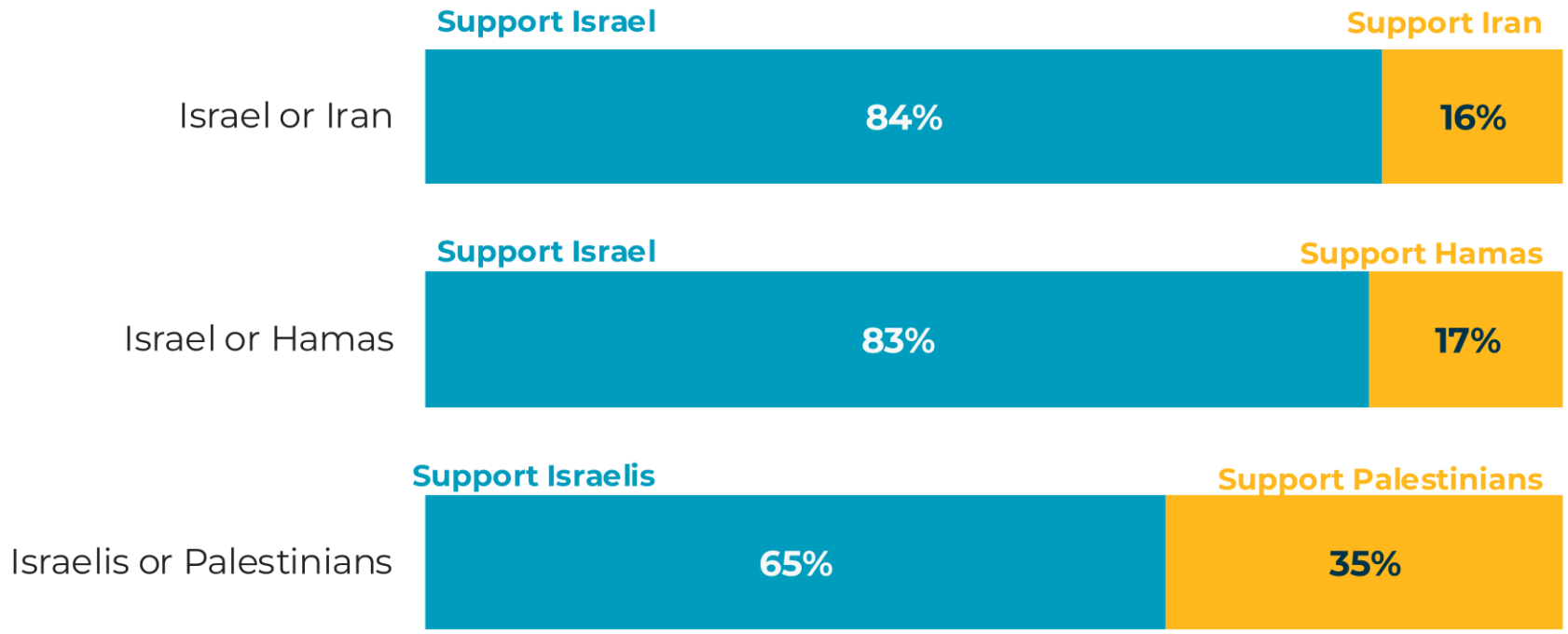
For each of the following, please tell me if you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable, or if you do not have enough information to form an opinion.



IN THE U.S., ISRAEL HAS SUPPORT OVER IRAN, HAMAS, AND PALESTINIANS

SUPPORT FOR ISRAEL OVER PALESTINIANS IS LESS THAN FOR IRAN OR HAMAS. IN COMPARISON, 84% SUPPORT UKRAINE OVER RUSSIA IN THEIR CONFLICT.

In general, would you say that in the conflict between Israel and Iran/Hamas/Palestinians, you lean more toward supporting the Israelis or Iran/Hamas/Palestinians?

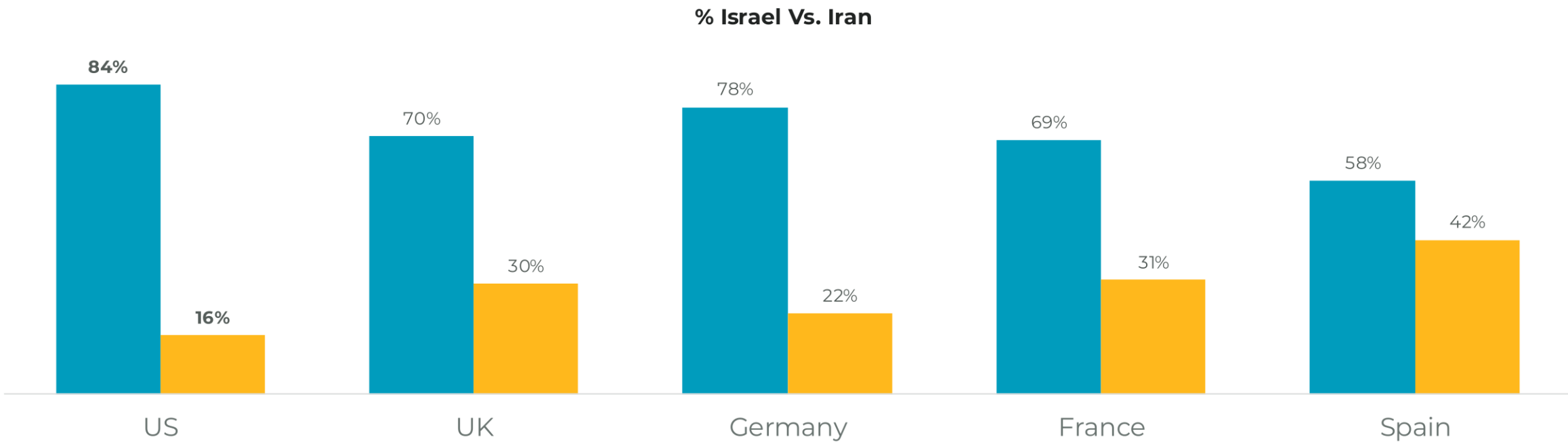


STAGWELL
TRANSFORMING MARKETING

QSUPPORT1-3, QRUSSIAUKRAINE

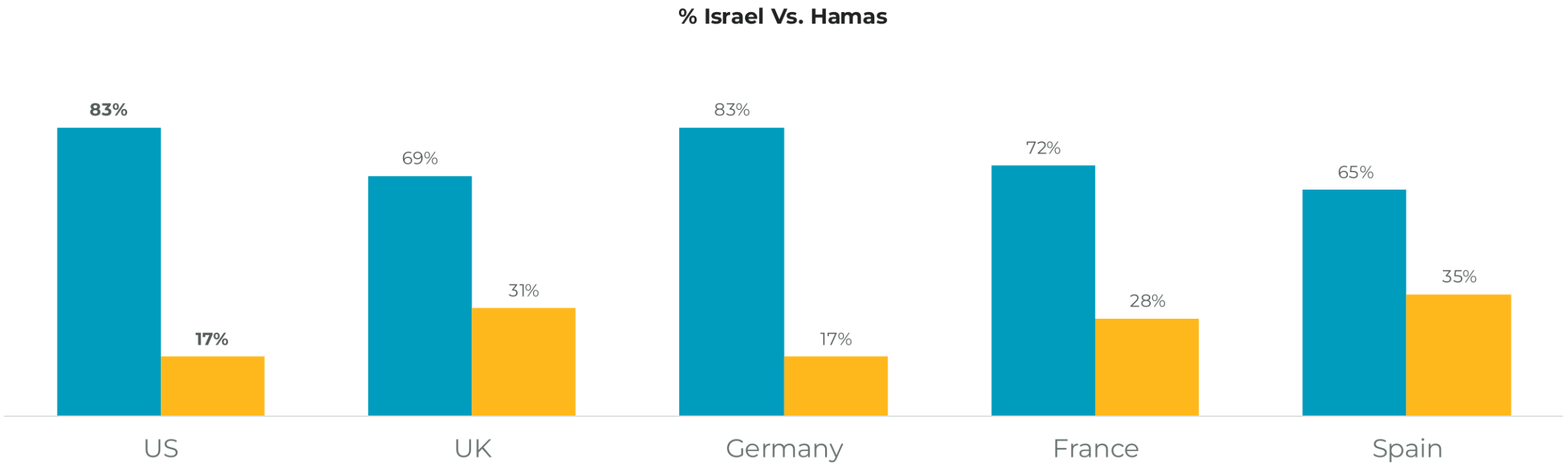
CROSS NATIONAL COMPARISON: ISRAEL VS IRAN

In general, would you say that in the conflict between Israel and Iran, you lean more toward supporting Israel or Iran?



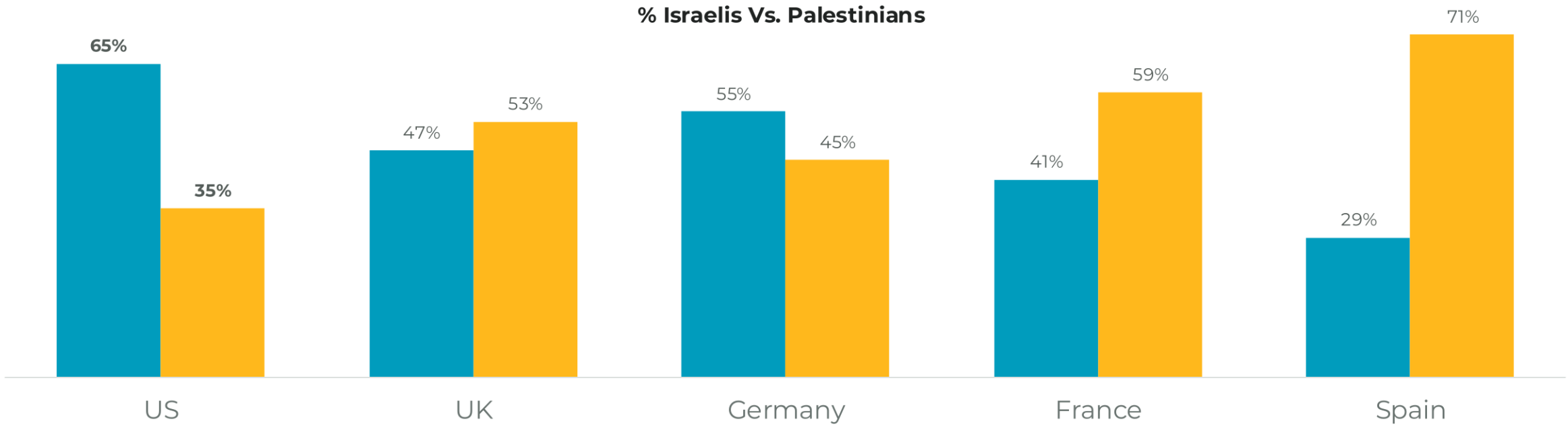
CROSS NATIONAL COMPARISON: ISRAEL VS HAMAS

In general, would you say that in the conflict between Israel and Hamas, you lean more toward supporting Israel or Hamas?



CROSS NATIONAL COMPARISON: ISRAELIS VS PALESTINIANS

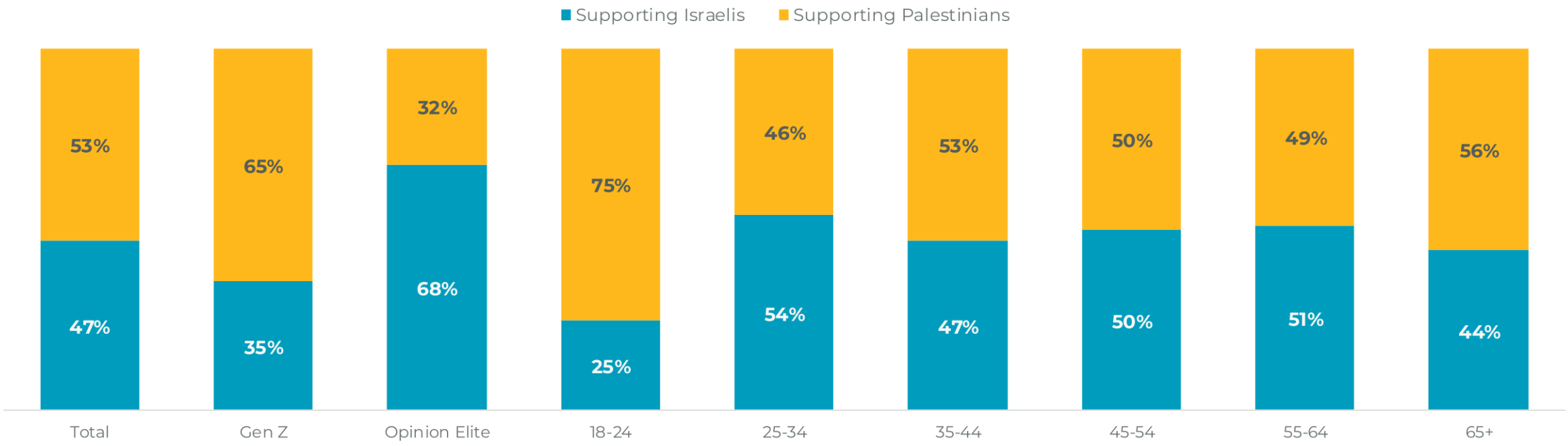
In general, would you say that in the conflict between the Israelis and the Palestinians, you lean more toward supporting the Israelis or Palestinians?



IN THE UK, GEN-Z IN THE UK ARE MORE LIKELY TO SUPPORT PALESTINIANS OVER ISRAEL

OPINION ELITES IN THE UK ARE MORE SUPPORTIVE OF ISRAELIS.

In general, would you say that in the conflict between Israel and the Palestinians, you lean more toward supporting the Israelis or Palestinians?



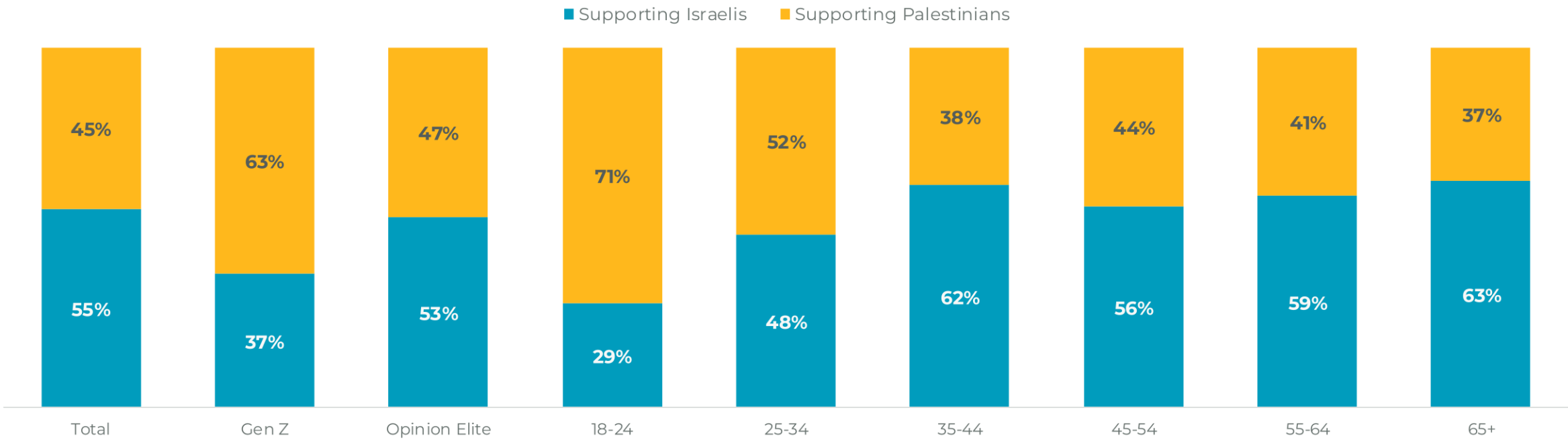
STAGWELL
TRANSFORMING MARKETING

QSUPPORT3

GERMANS ARE SPLIT ON SUPPORT FOR ISRAELIS VERSUS PALESTINIANS

OTHER THAN GEN-Z, RESULTS ARE SIMILAR ACROSS AGE GROUPS IN GERMANY.

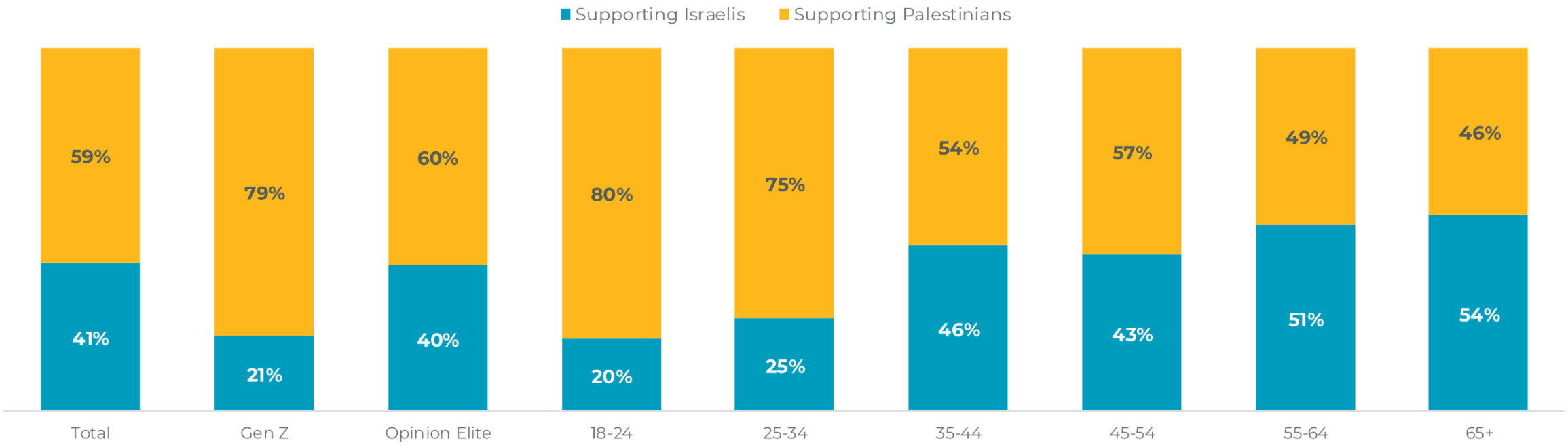
In general, would you say that in the conflict between Israel and the Palestinians, you lean more toward supporting the Israelis or Palestinians?



FRENCH CITIZENS SHOW HIGHER SUPPORT FOR PALESTINIANS THAN ISRAELIS

EVEN OPINION ELITES IN FRANCE LEAN TOWARDS SUPPORTING PALESTINIANS; SUPPORT FOR ISRAELIS INCREASES WITH AGE.

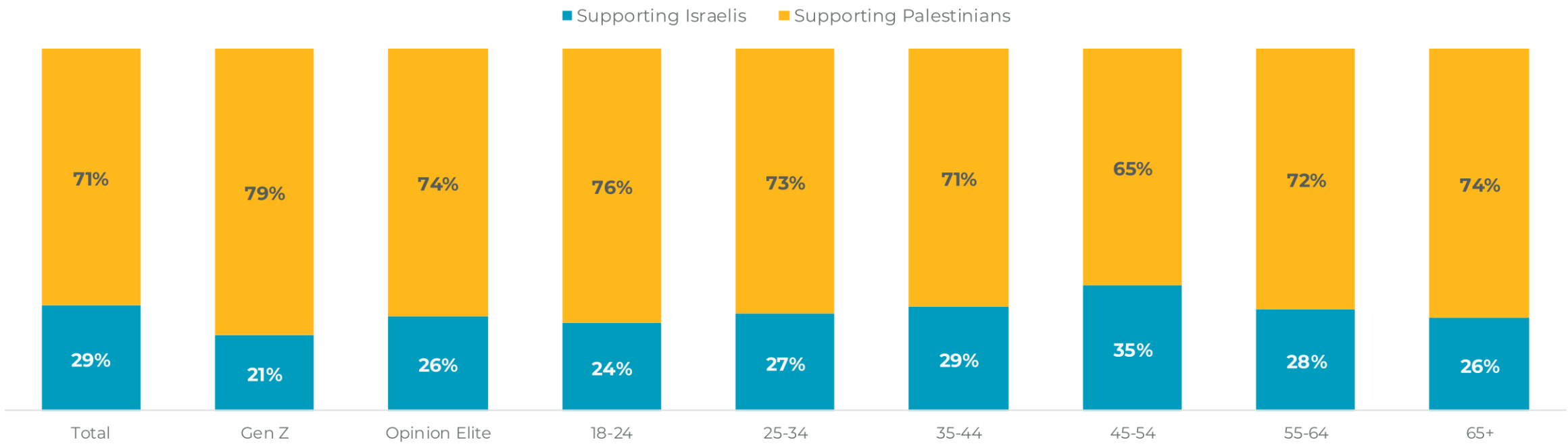
In general, would you say that in the conflict between Israel and the Palestinians, you lean more toward supporting the Israelis or Palestinians?



IN SPAIN, A MAJORITY SUPPORT PALESTINIANS OVER ISRAELIS ACROSS AGE AND OPINION ELITES

LESS THAN ONE IN THREE IN SPAIN LEAN TO SUPPORTING ISRAELIS.

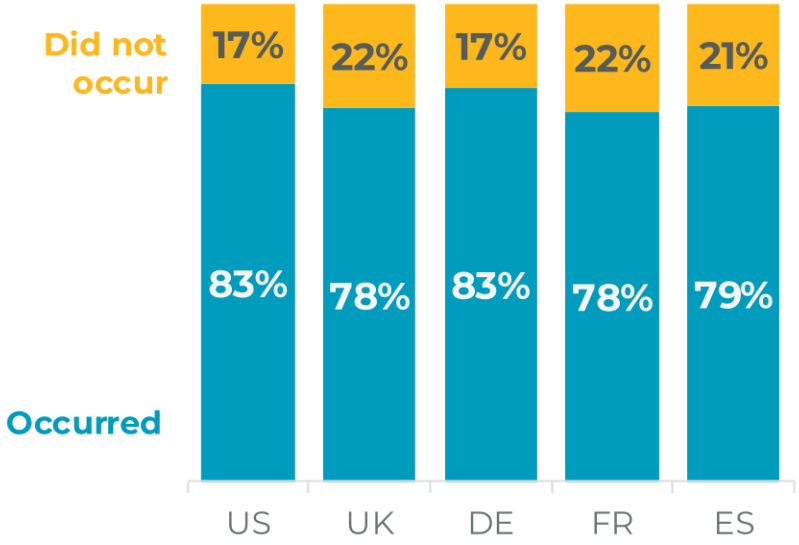
In general, would you say that in the conflict between Israel and the Palestinians, you lean more toward supporting the Israelis or Palestinians?



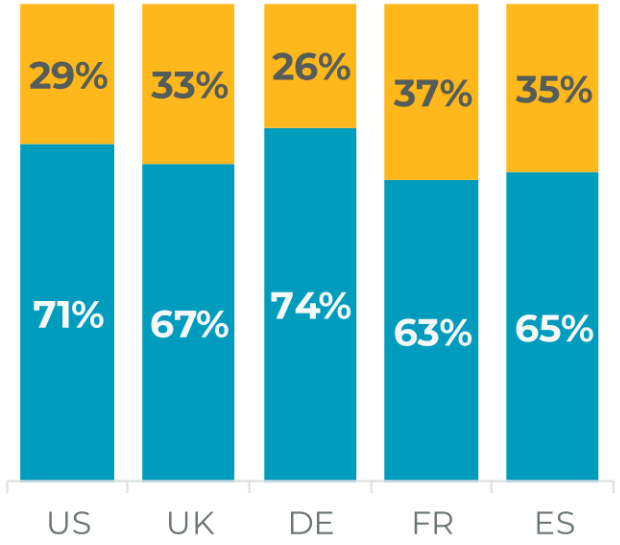
CROSS NATIONAL COMPARISON: HISTORICAL PERCEPTIONS

MAJORITIES BELIEVE WARS HAVE OCCURRED IN WHICH ARAB NATIONS HAVE ATTEMPTED TO DESTROY ISRAEL BUT ALSO THAT ISRAEL HAS ATTEMPTED TO DESTROY OTHER NATIONS.

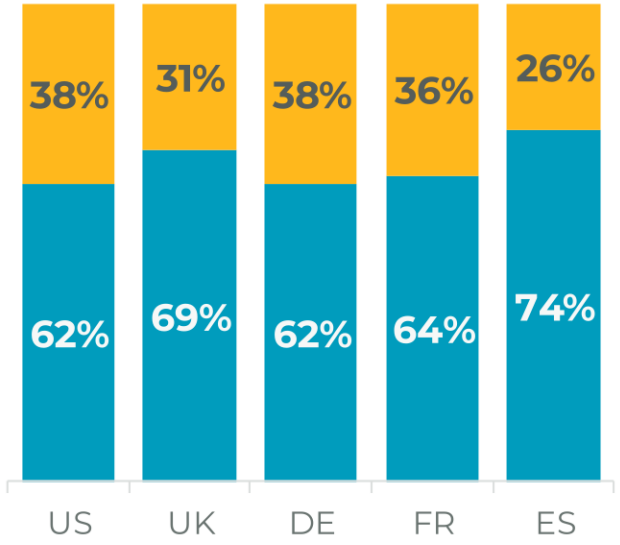
To the best of your knowledge, have there been ... or do you believe no such conflicts have occurred?



Wars in which Arab nations have attempted to destroy Israel



Jews were kicked out of Arab lands following Israel's gaining independence in 1948



Wars in which Israel has attempted to destroy other Arab nations

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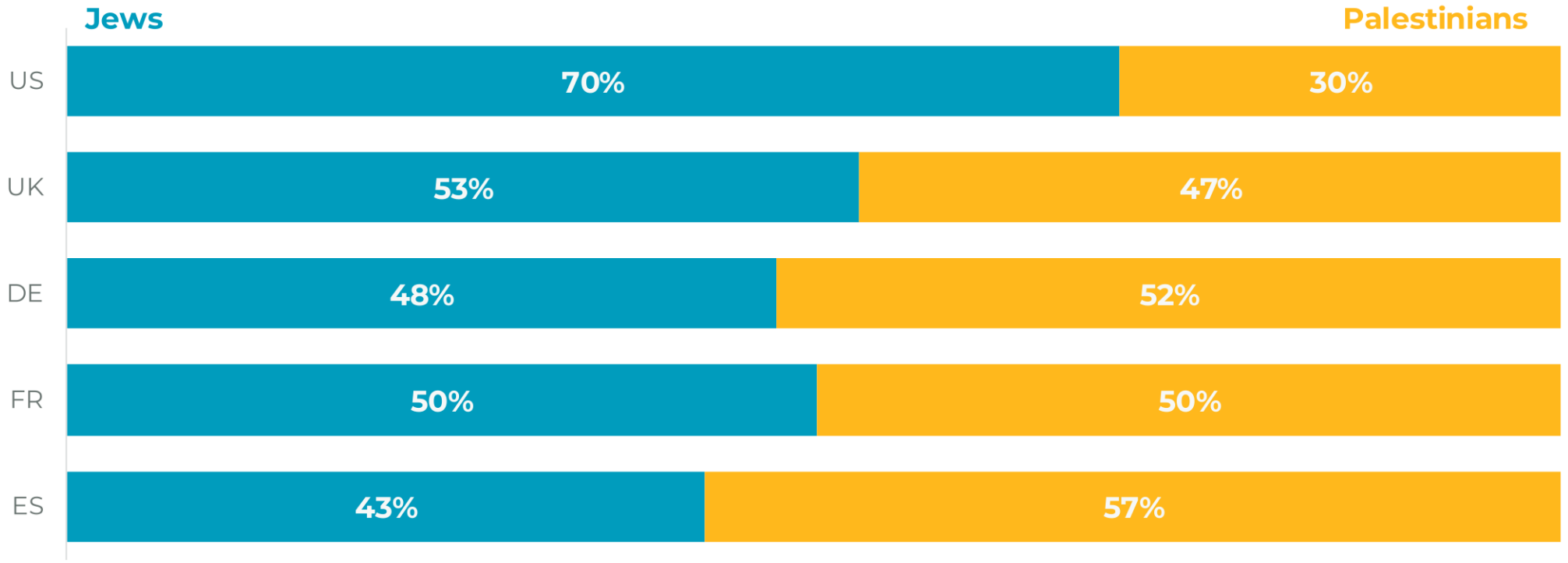
QARABNATIONWARS, QISRAELWARS, QEVENT1948

CROSS NATIONAL COMPARISON: PERCEPTION OF FIRST PRESENCE IN THE LAND KNOWN AS ISRAEL

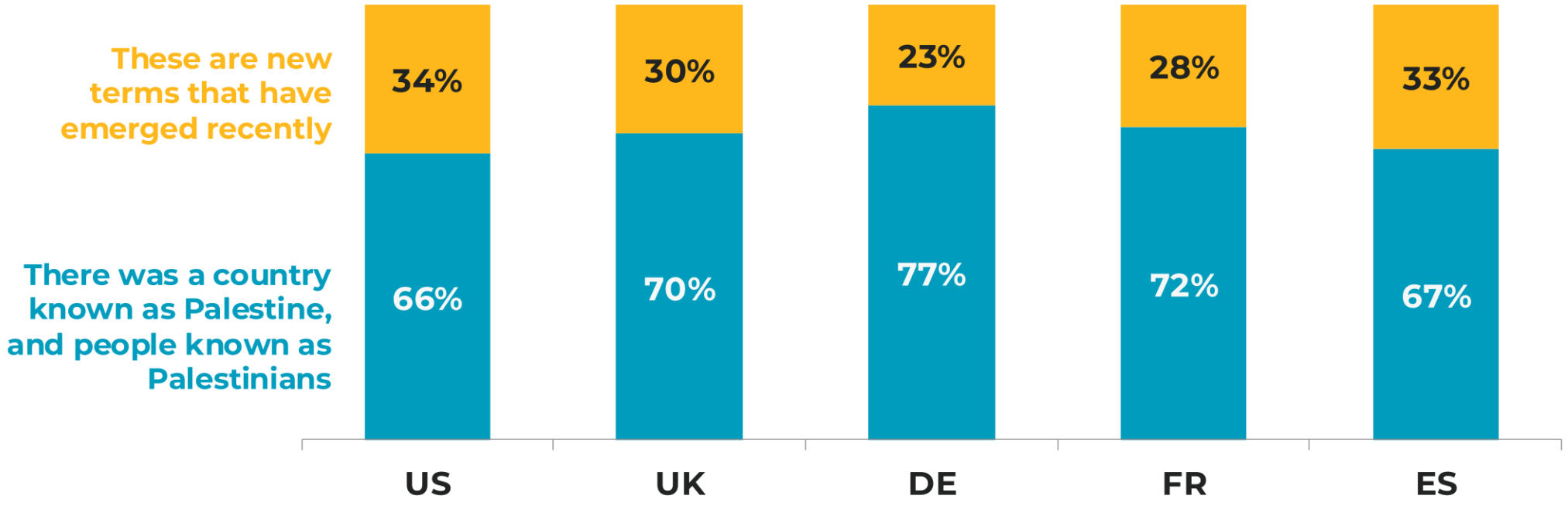
UK, GERMANY, FRANCE AND SPAIN ARE SPLIT ON WHETHER JEWS VERSUS PALESTINIANS FIRST ESTABLISHED A PRESENCE.

When you go back in history, who do you think first established a presence in the area known as Israel - Palestinians or Jews?



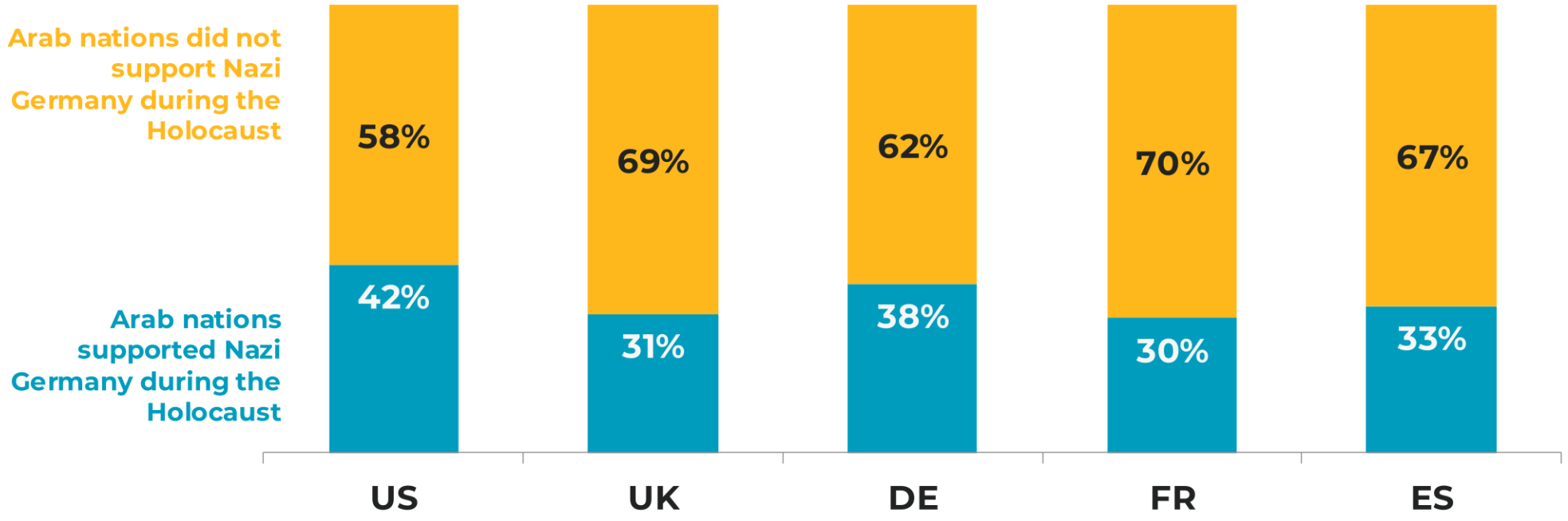
CROSS NATIONAL COMPARISON: PERCEPTION OF WHETHER THERE WAS A RECOGNIZED COUNTRY WITH PALESTINIANS

Historically speaking, do you believe there was ever a recognized country with a people known as Palestinians, or is this a new term that was recently created?



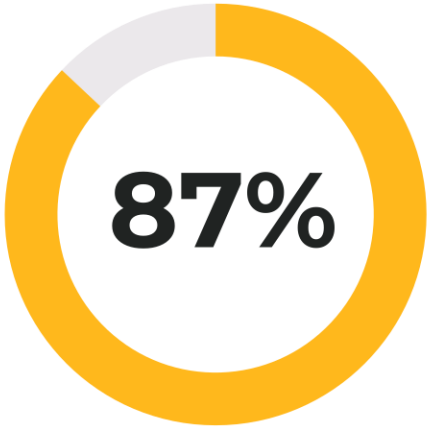
CROSS NATIONAL COMPARISON: PERCEPTION OF ARAB SUPPORT FOR NAZI GERMANY DURING THE HOLOCAUST

To the best of your knowledge, did any Arab nations assist Nazi Germany during the Holocaust, or did they not support the Germans in their efforts to exterminate the Jews?



AMERICANS BELIEVE ISRAEL IS A LEGITIMATE NATION THAT HAS A RIGHT TO EXIST AS A STATE

SPECIFICALLY, CLOSE TO 9 IN 10 BELIEVE IT HAS THE RIGHT TO EXIST AS A *JEWISH* HOMELAND



Agree Israel has the right to exist as the **homeland of the Jewish people**

Among Gen Z | **78%**
Among Initially Favorable Toward Palestinians | **82%**
Among Initially Favorable Toward Hamas | **74%**

Agree Israel has the right to exist as **a state**

Among Gen Z | **82%**
Among Initially Favorable Toward Palestinians | **83%**
Among Initially Favorable Toward Hamas | **72%**

STAGWELL
TRANSFORMING MARKETING

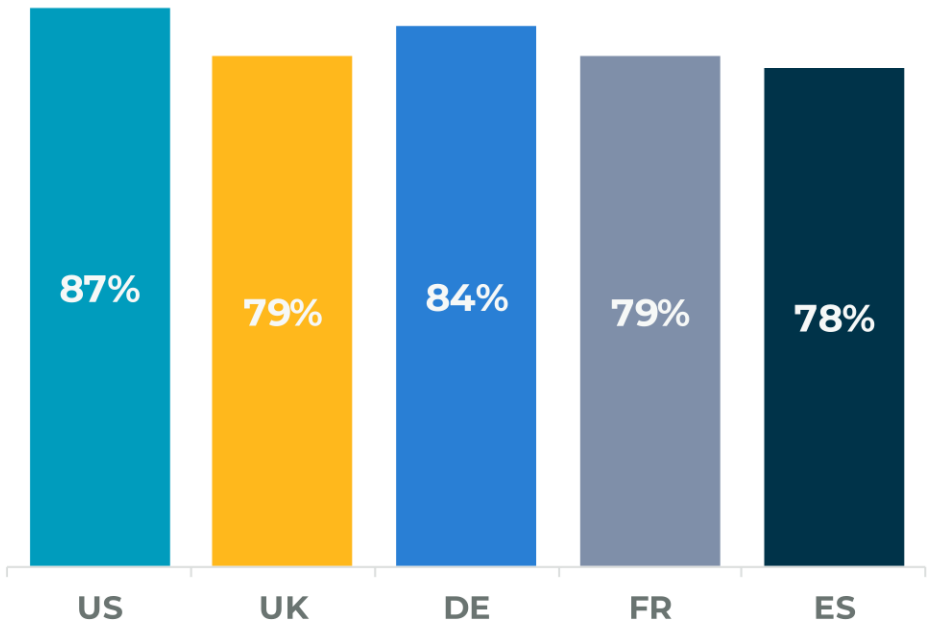
QRIGHT1-2,

CROSS NATIONAL COMPARISON: PERCEPTION OF ISRAEL HAVING A RIGHT TO EXIST

EIGHT IN TEN AGREE ISRAEL HAS A RIGHT TO EXIST AS A HOMELAND OF THE JEWISH PEOPLE.

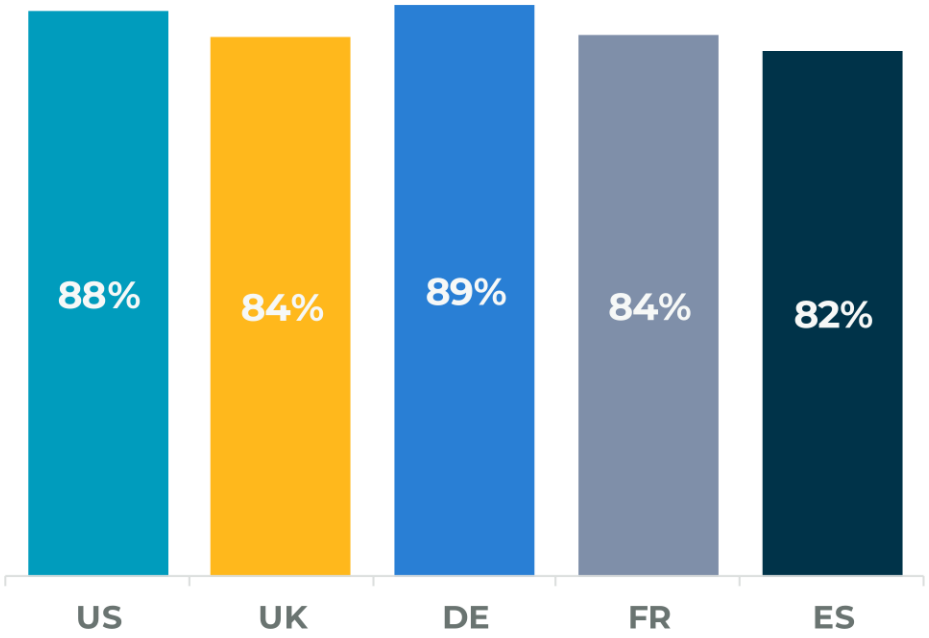
Does Israel have the right to exist as the homeland of the Jewish people?

Agree



Does Israel have a right to exist as a state?

Agree



STAGWELL
TRANSFORMING MARKETING

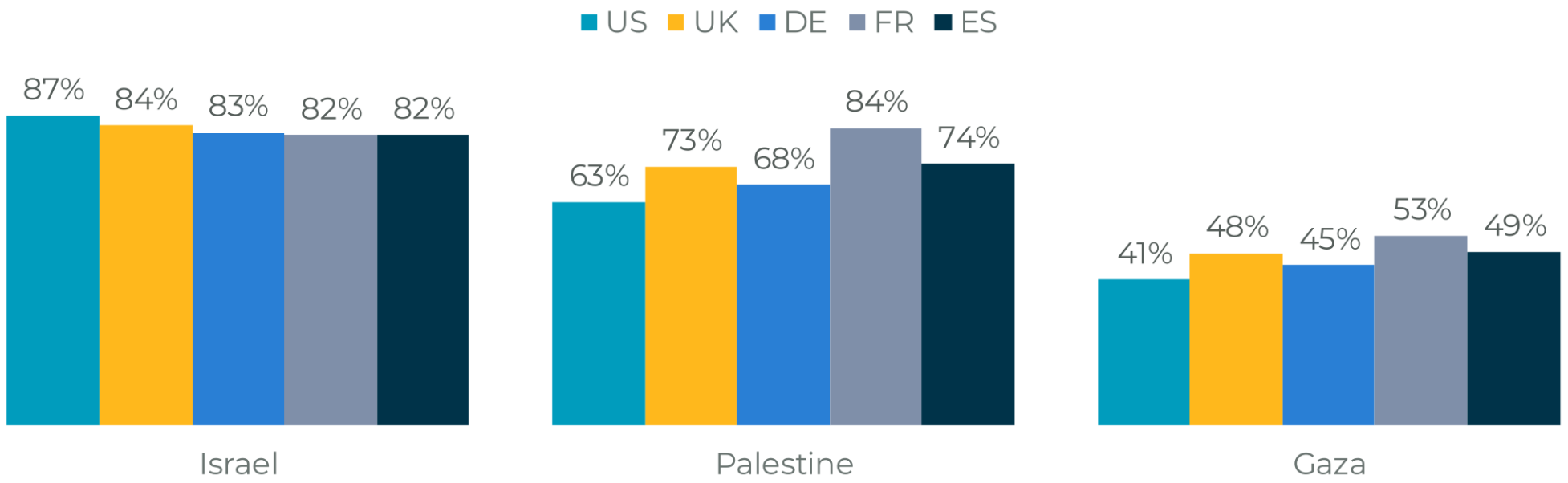
QRIGHT1-2,

CROSS NATIONAL COMPARISON: PERCEPTION OF ISRAEL, PALESTINE AND GAZA AS LEGITIMATE NATIONS

MAJORITY SEE ISRAEL AND PALESTINE AS LEGITIMIATE NATIONS, LESS SO FOR GAZA.

A legitimate nation is generally recognized by other nations and has the rightful authority to govern a specific territory and population. As it stands today, do you view each of the following as a legitimate nation or not a legitimate nation?

% Legitimate Nation

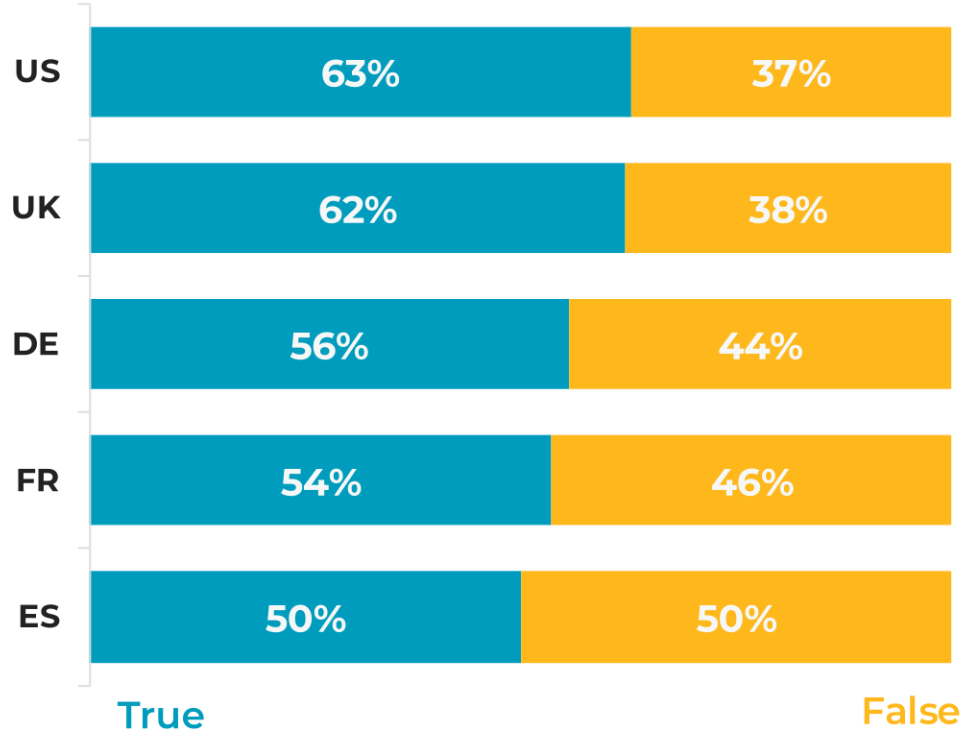


CROSS NATIONAL COMPARISON: PERCEPTION OF ISRAEL AS A DEMOCRACY

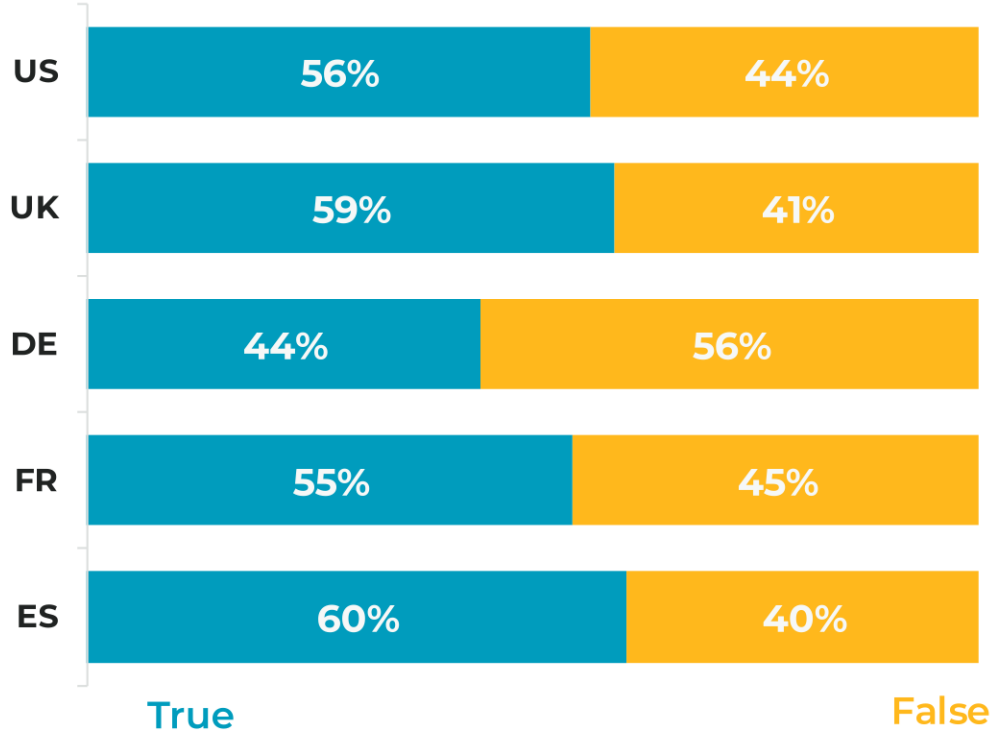
A SLIGHT MAJORITY, OUTSIDE OF GERMANY, BELIEVE ISRAEL IS A DEMOCRACY AND ARABS HAVE THE FULL RIGHT TO VOTE IN ISRAEL

Please indicate whether you think the statement is True or False.

Israel is a democracy



Arab citizens living in Israel have the full right to vote as citizens



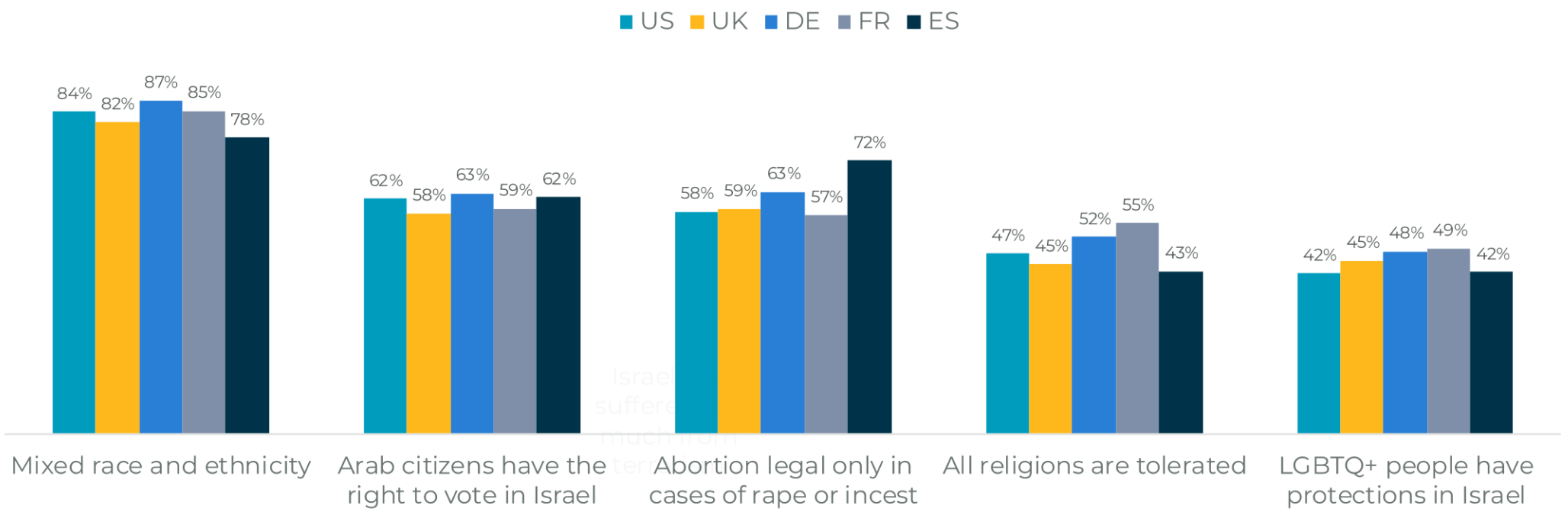
STAGWELL
TRANSFORMING MARKETING

QTRUEFALSE_PAL

CROSS NATIONAL COMPARISON: PERCEPTIONS OF ISRAELI SOCIETY

MISPERCEPTIONS ABOUT DAY-TO-DAY LIFE IN ISRAEL PERSIST ACROSS COUNTRIES.

% Agree about Israeli Society

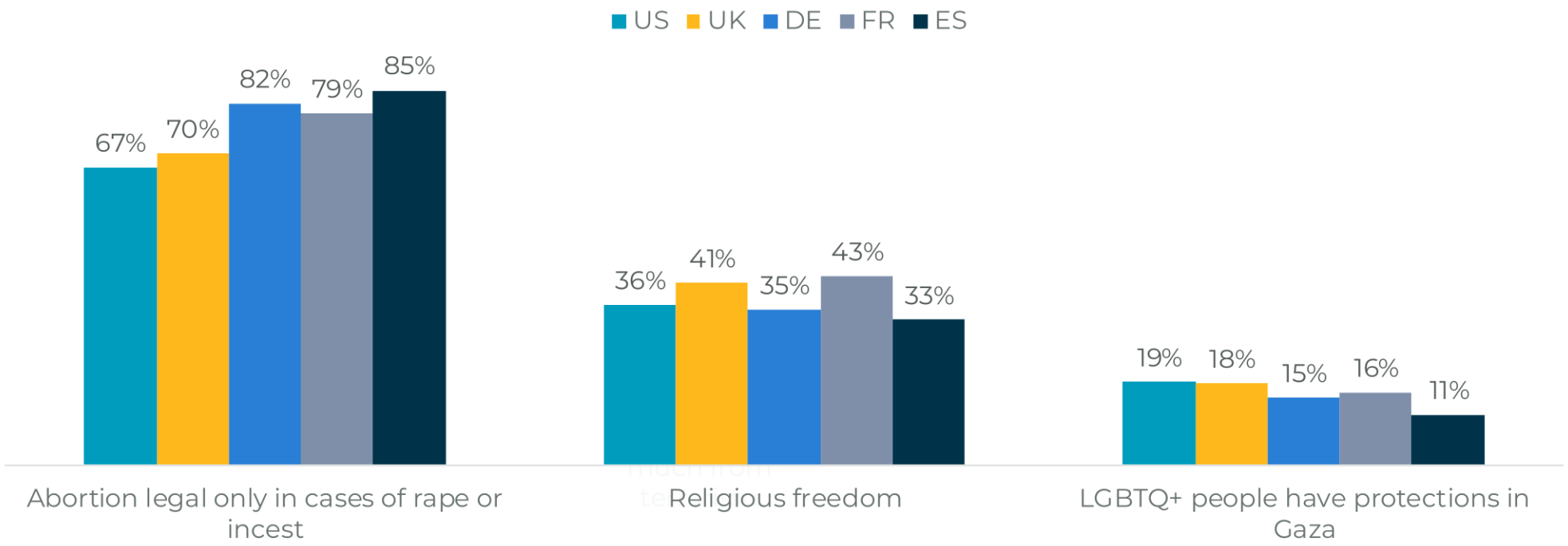


QRELIGION_IS, QLGBT_IS, QRACE_IS, QABORT_IS, QVOTE_IS

CROSS NATIONAL COMPARISON: PERCEPTIONS OF SOCIETY IN GAZA

RESULTS ARE RELATIVELY CONSISTENT ACROSS MARKETS WITH VERY FEW BELIEVING LGBTQ+ HAVE PROTECTIONS IN GAZA.

% Agree about Gaza

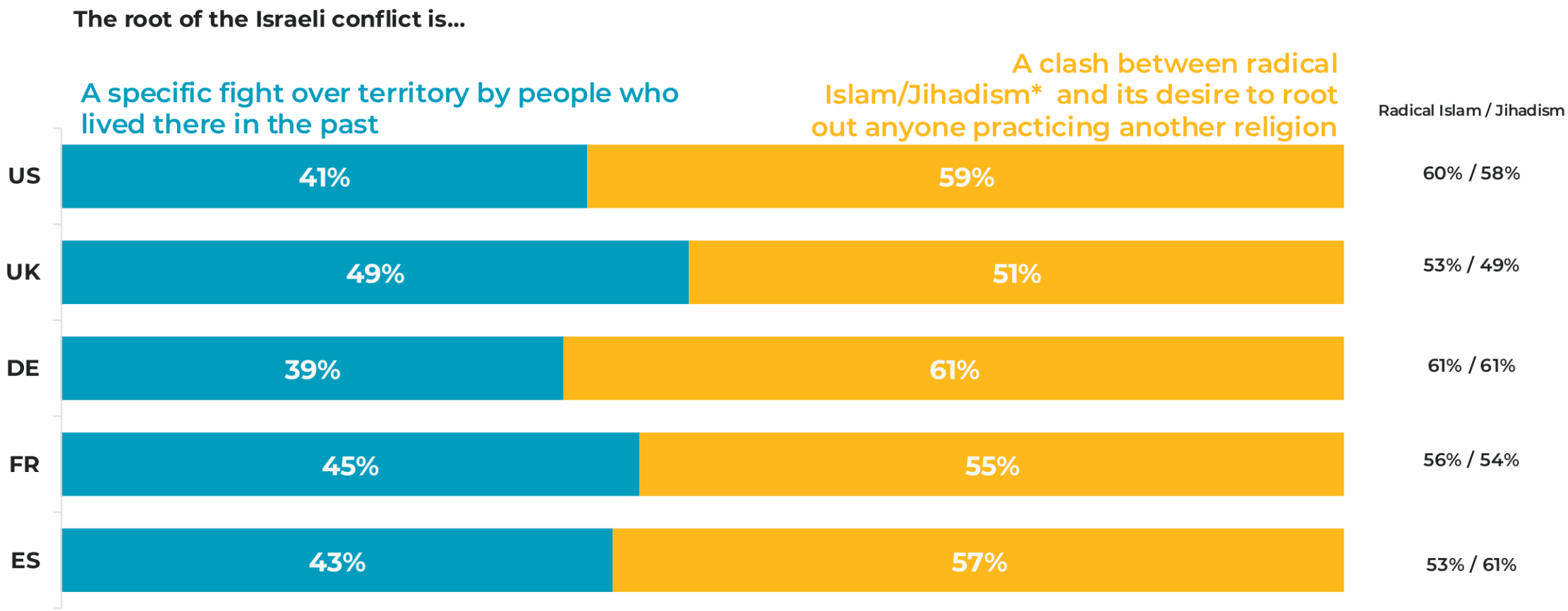


STAGWELL
TRANSFORMING MARKETING

QRELIGION_PAL, QLGBTQ_PAL, QABORT_PAL

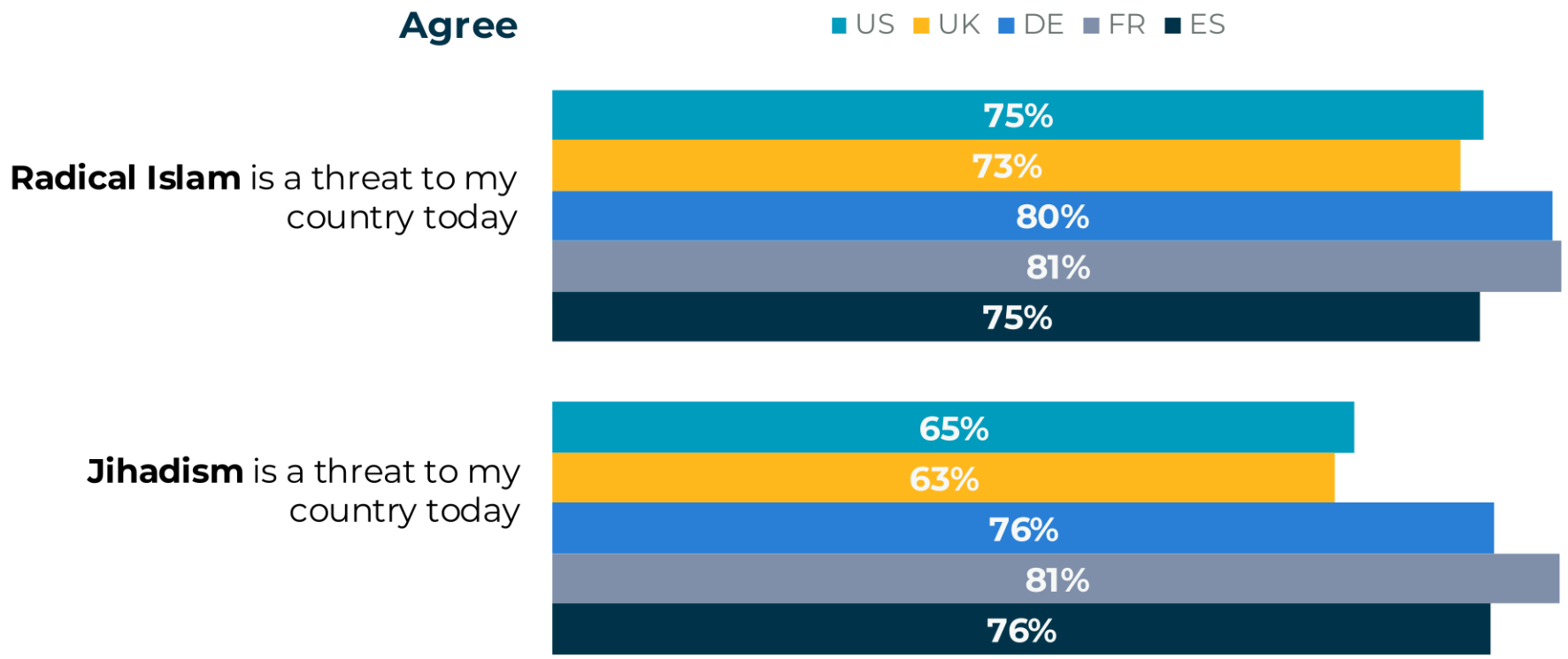
CROSS NATIONAL COMPARISON: PERCEPTION OF THE ROOT OF THE CONFLICT

HALF OR MORE IN ALL MARKETS THINK THE CONFLICT IS FUELED BY RELIGIOUS DIFFERENCES.



CROSS NATIONAL COMPARISON: PERCEPTION OF RADICAL ISLAM AND JIHADISM AS THREATS

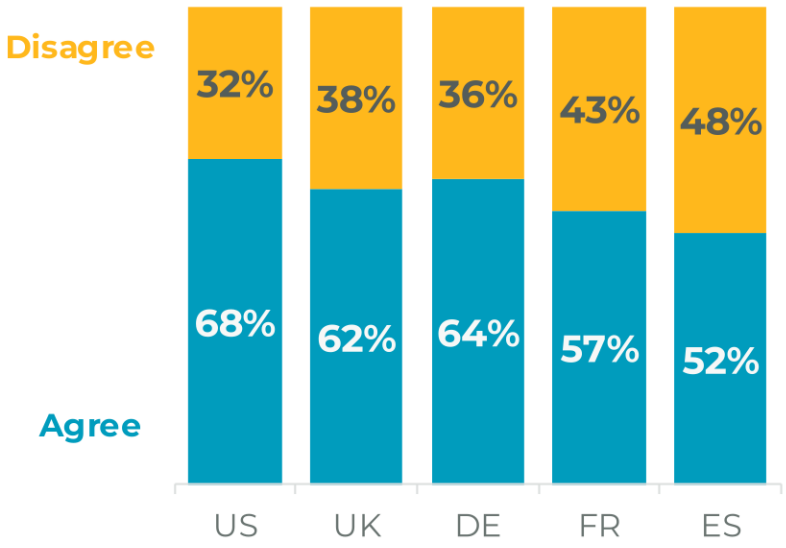
Do you agree or disagree with each of the following?



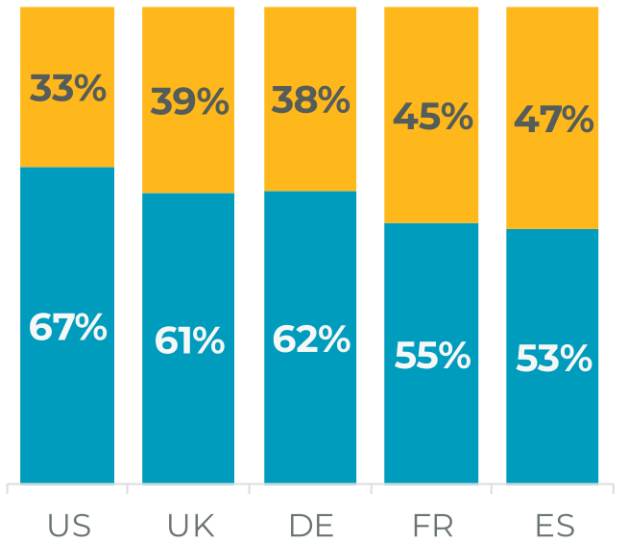
CROSS NATIONAL COMPARISON: PERCEPTIONS OF WHETHER PALESTINIANS ARE RADICALIZED

MAJORITIES AGREE PALESTINIAN SOCIETY FOSTERS A CULTURE OF HATRED; LESS THAN A MAJORITY AGREE THAT PALESTINIANS WHO LIVE IN GAZA HAVE FAIR GRIEVANCES THAT JUSTIFY TERRORIST ACTS

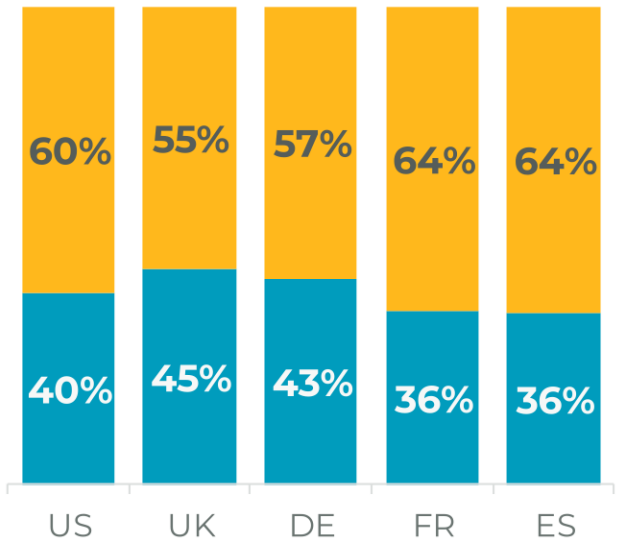
Do you agree or disagree with each of the following?



Palestinian society fosters a culture of hatred toward Israel



Palestinians who live in Gaza and the West Bank have been **radicalized to destroy Israel** and the Jews

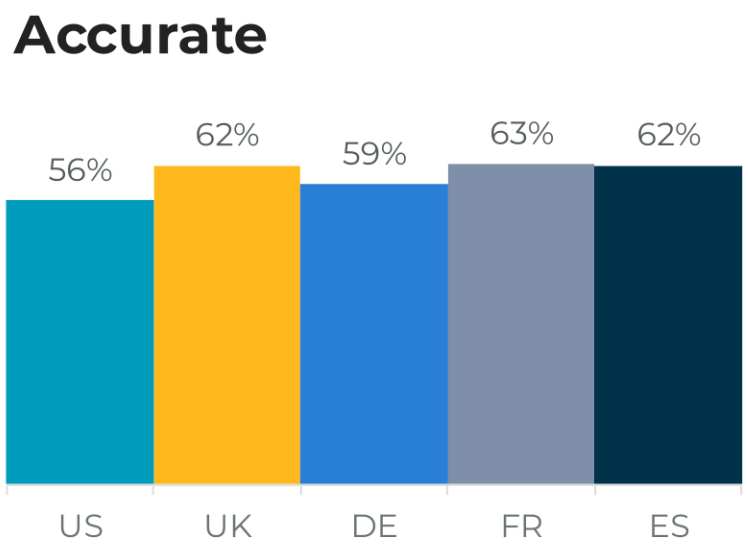


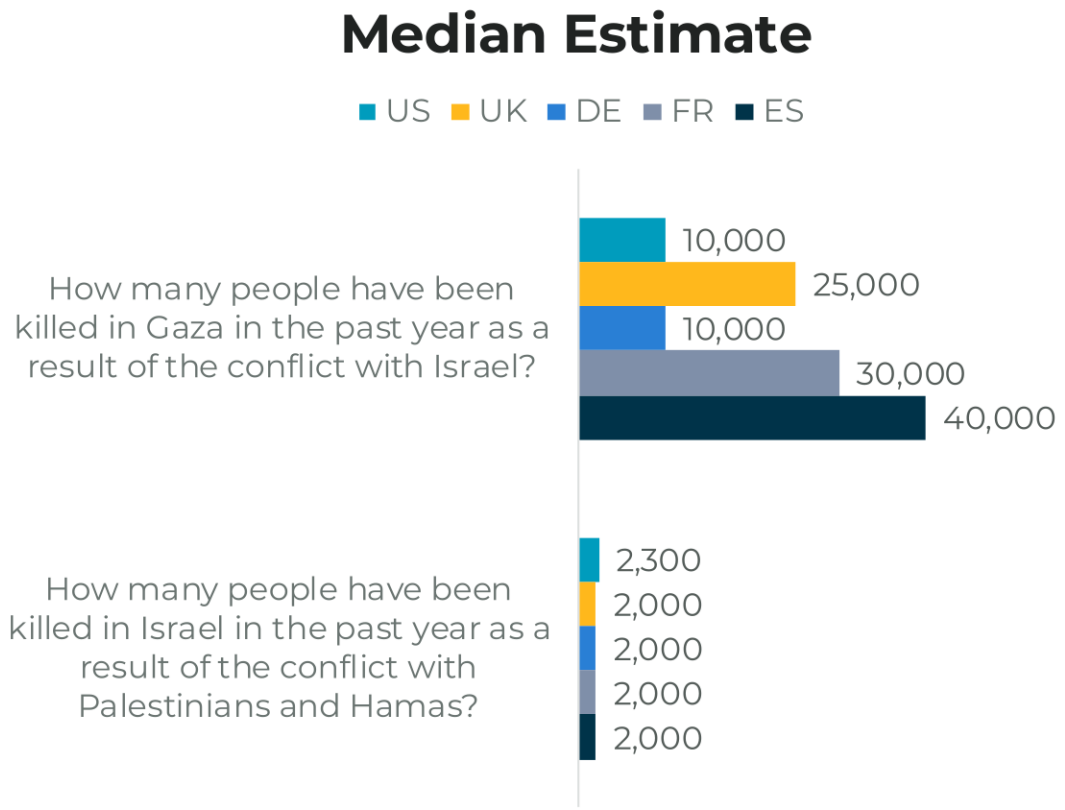
Palestinians who live in Gaza have **fair grievances against Israel that justify terrorist acts**

CROSS NATIONAL COMPARISON: ESTIMATES OF DEATHS IN GAZA VERSUS ISRAEL

ALL MARKETS ARE CONSISTENT IN BELIEVING CASUALTY FIGURES ARE ACCURATE.

Do you believe the casualty figures reported by organizations in Gaza, such as the Hamas Ministry of Health, are accurate, or do you think they are exaggerated?





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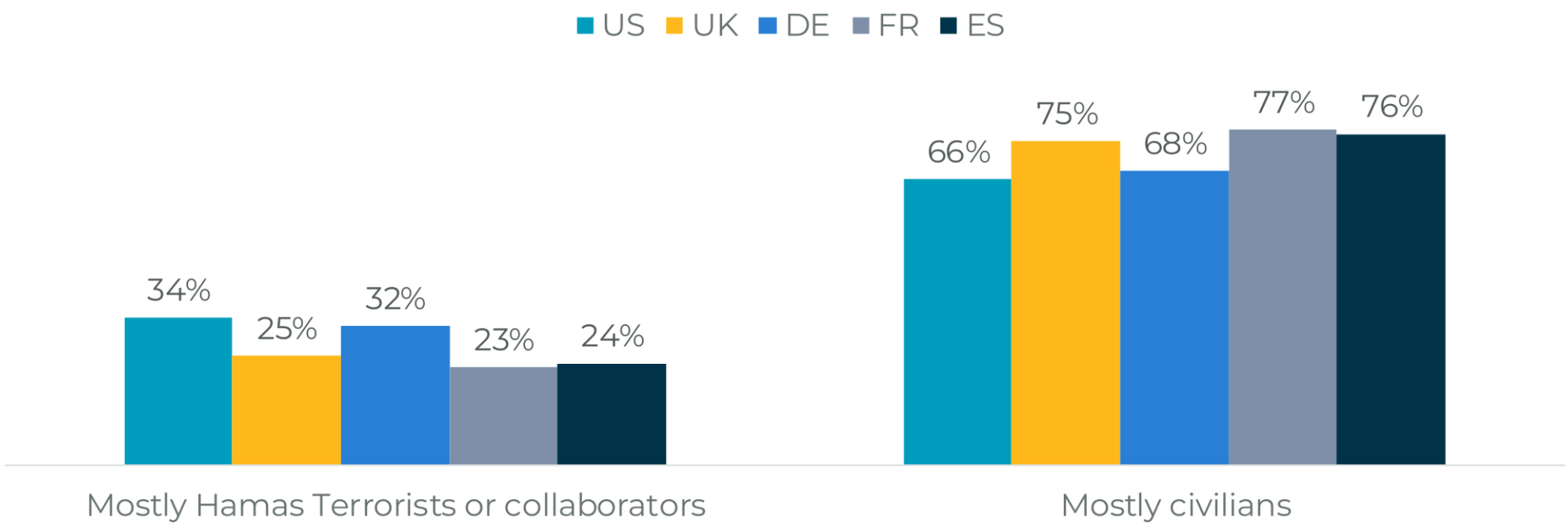
TRANSFORMING MARKETING

QFIGURES, QCASUALTY_NUMBERS_1-2

CROSS-NATIONAL COMPARISON: PERCEPTION OF WHO KILLED IN GAZA

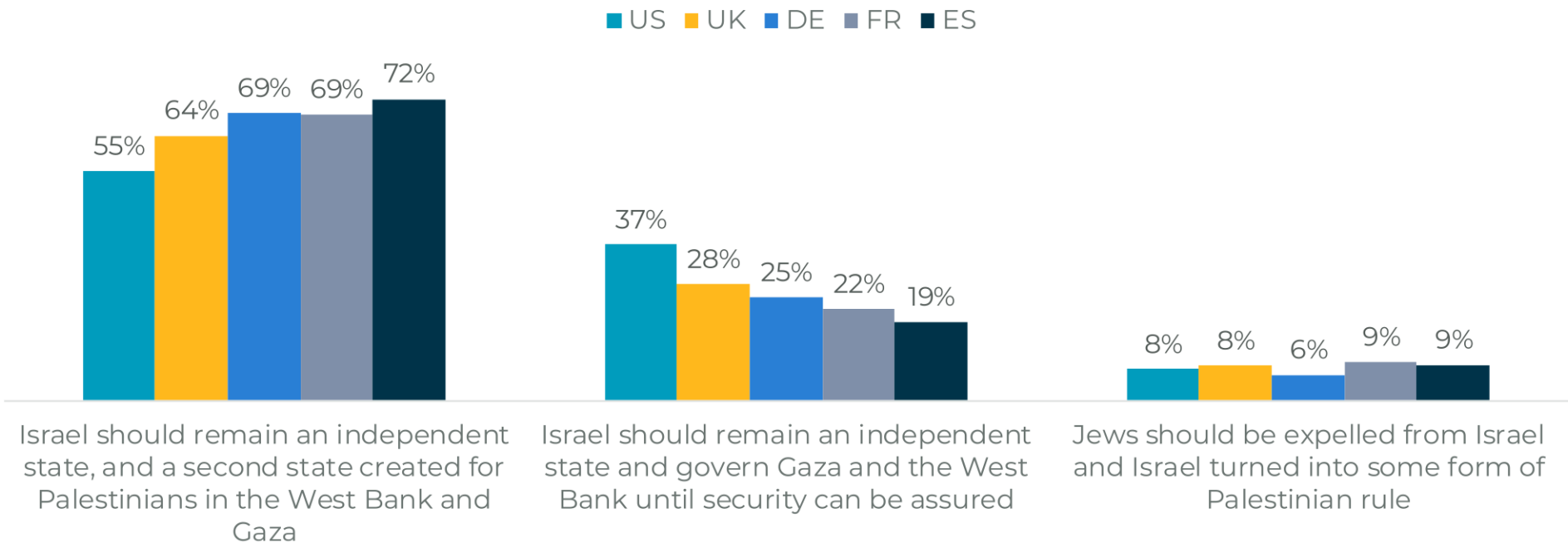
Of those killed, do you think they were mostly Hamas terrorists or collaborators, or mostly civilians?



CROSS NATIONAL COMPARISON: WHAT SHOULD HAPPEN NOW

THE EU AND UK FEEL MORE STRONGLY THAN THE U.S. THAT THERE SHOULD BE TWO INDEPENDENT STATES. ONE IN TWELVE BELIEVE JEWS SHOULD BE EXPELLED FROM ISRAEL.

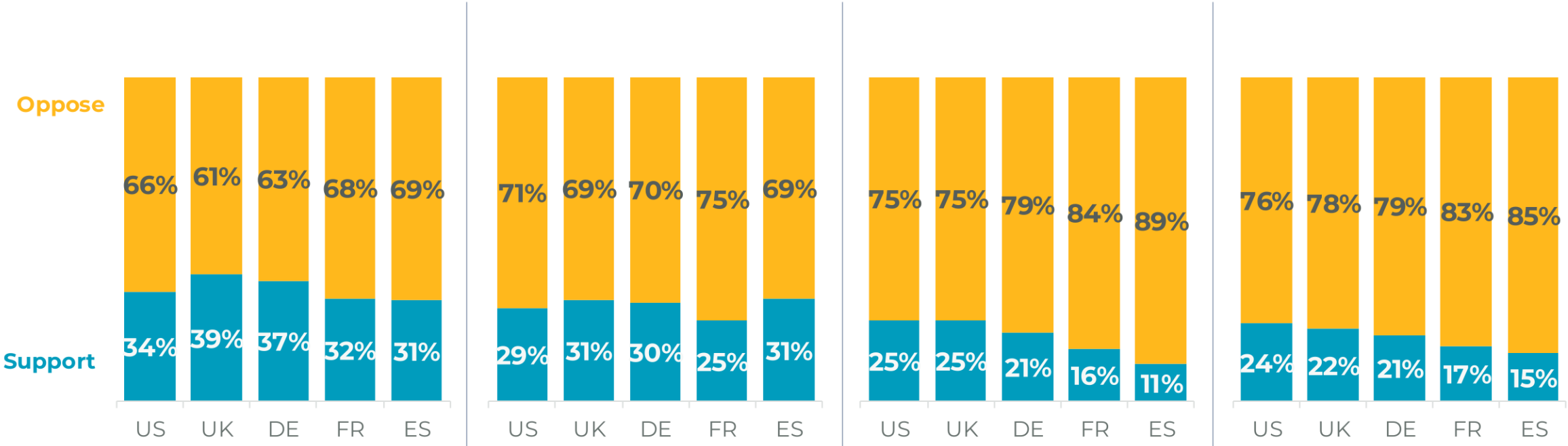
What Do You Think Should Happen Now?



CROSS NATIONAL COMPARISON: REACTION TO A PALESTINIAN STATE UNDER SPECIFIC SCENARIOS

A PALESTINIAN STATE THAT IS DEDICATED TO THE DESTRUCTION OF ISRAEL RECEIVES OPPOSITION ACROSS MARKETS.

Would you support the creation of a Palestinian state if...



The created Palestinian State **voted for Hamas** in a free election

The created Palestinian State were **funded by Iran**

The created Palestinian State were to **criminalize LGBTQ+** people

The created Palestinian State **did not recognize Israel** and was dedicated to its destruction

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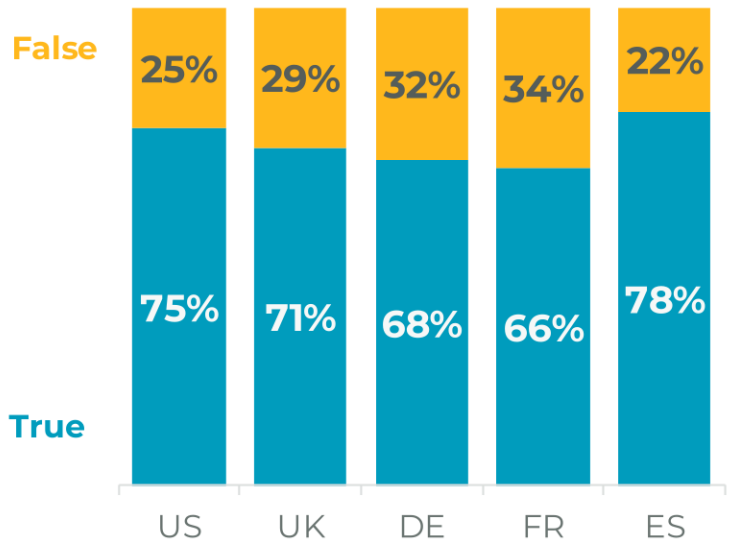
TRANSFORMING MARKETING

QCREATE_PAL

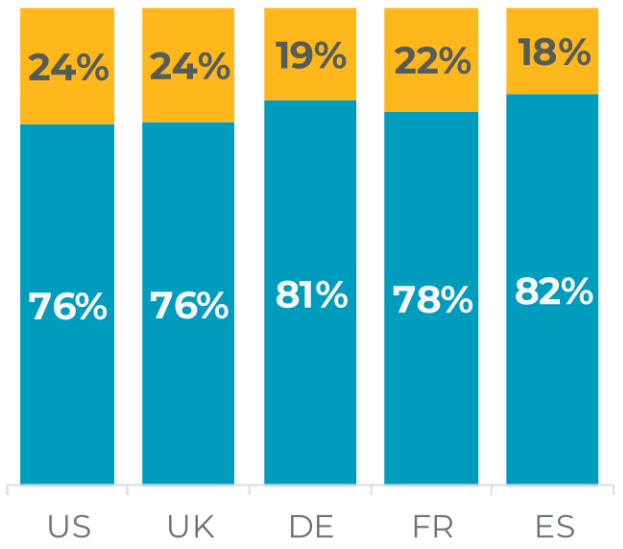
CROSS NATIONAL COMPARISON: PERCEPTION OF WHETHER IRAN FUELS TERRORISM

RESULTS ARE RELATIVELY CONSISTENT ACROSS MARKETS WITH MAJORITY BELIEVING IRANIAN LEADERS HAVE PLEDGED TO DESTROY ISRAEL AND FUNDED RADICAL ELEMENTS IN GAZA..

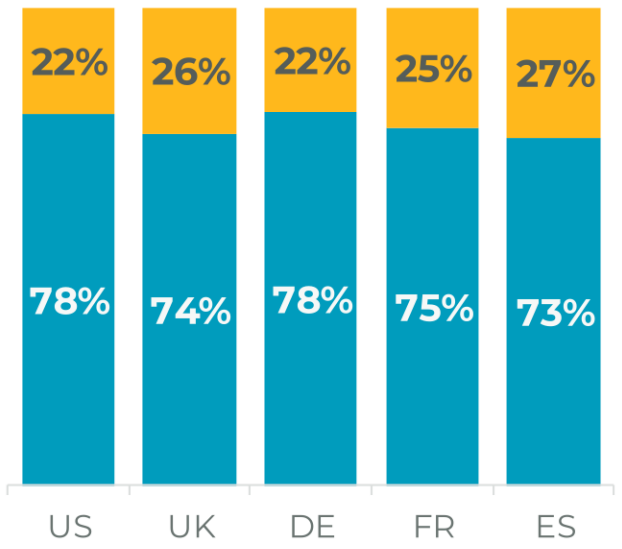
For the next few questions, please indicate whether you think the statement is True or False.



Iranian leaders have pledged to destroy Israel and America, whom they call the Great Satan



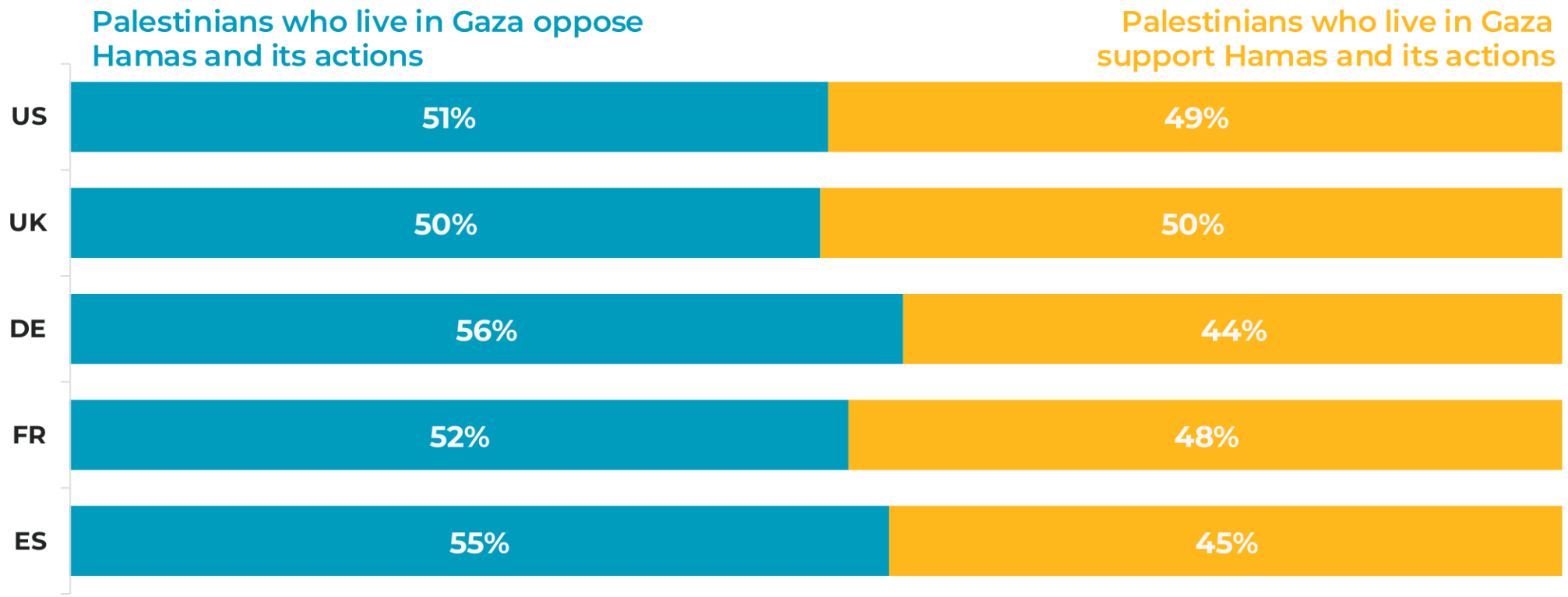
Iran has funded and supported radical elements among the Palestinians in Gaza and the West Bank



Iran actively supports terrorist organizations throughout the Middle East

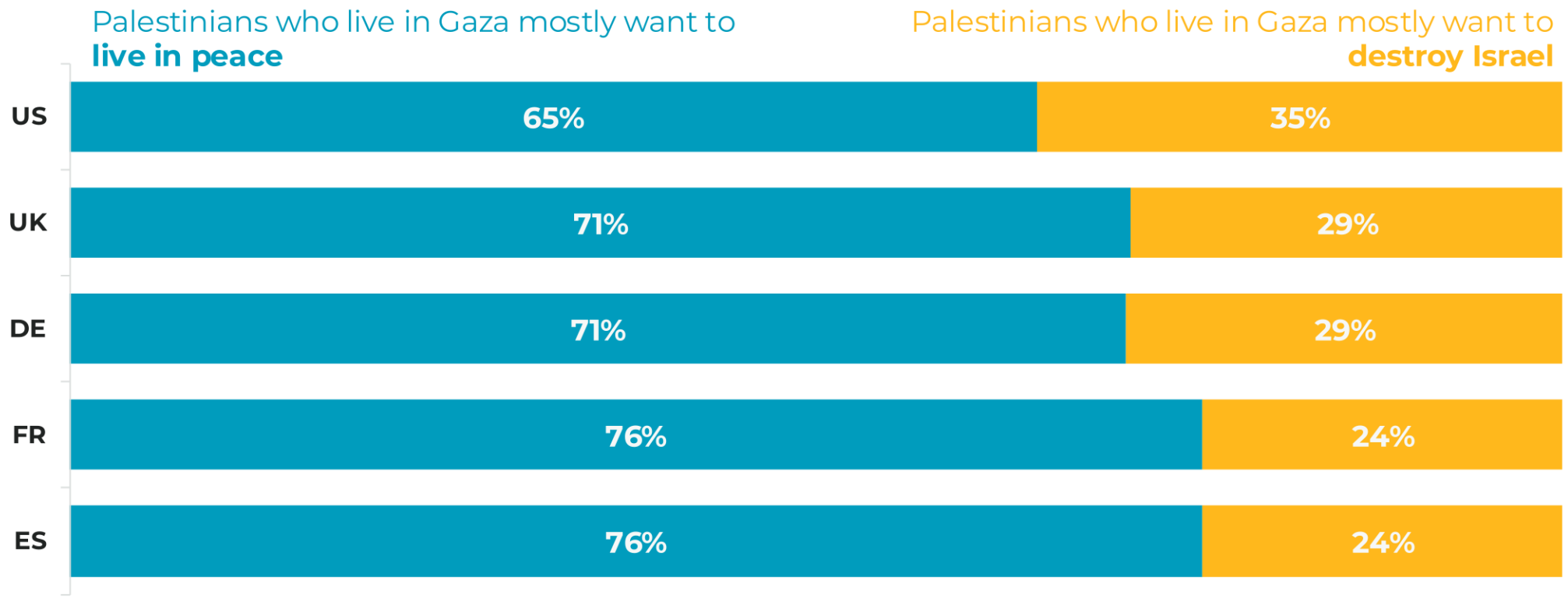
CROSS NATIONAL COMPARISON: PERCEPTION OF SUPPORT FOR HAMAS AMONG PALESTINIANS LIVING IN GAZA

Do the Palestinians who live in Gaza support or oppose Hamas and its actions to destroy Israel?



CROSS NATIONAL COMPARISON: PERCEPTION OF WHETHER PALESTINIANS WANT TO LIVE IN PEACE OR DESTROY ISRAEL

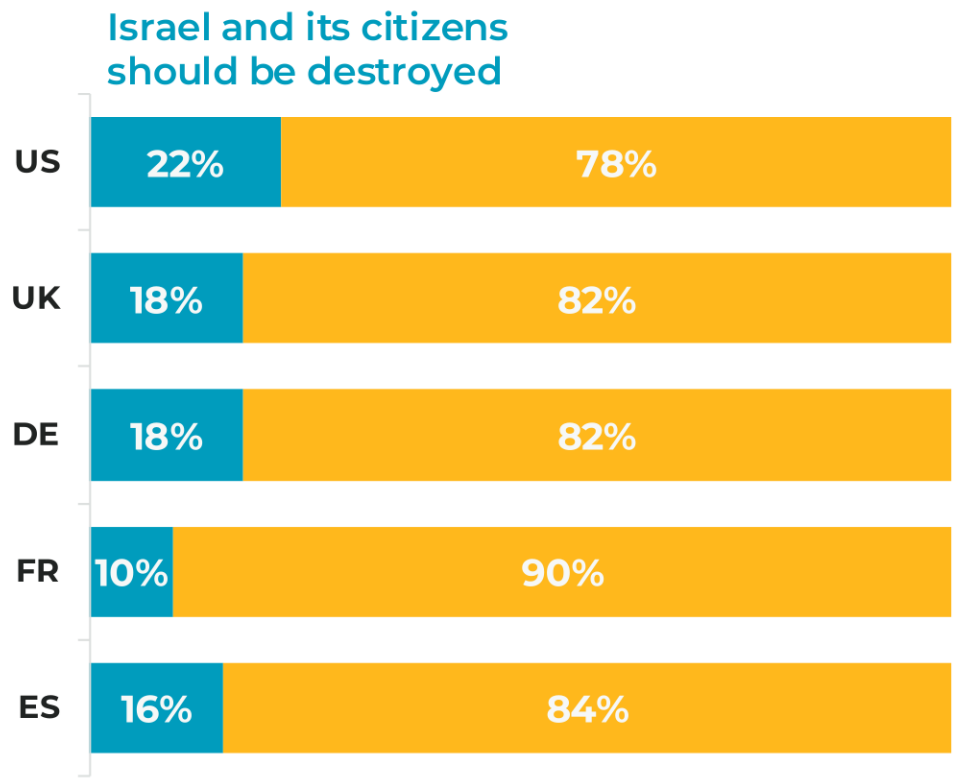
Some say that the Palestinians who live in Gaza mostly want to live in peace next to Israel, while others say they want to destroy Israel. Which is closer to your point of view?



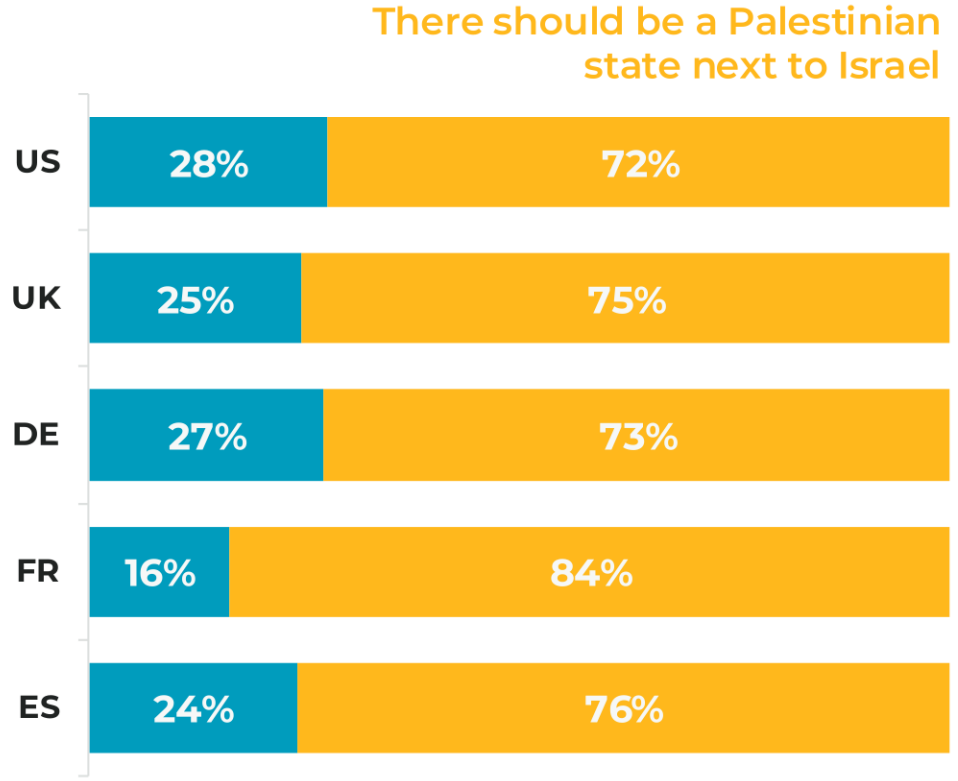
CROSS NATIONAL COMPARISON: “FREE PALESTINE” AND “FROM THE RIVER TO THE SEA”

THERE IS LOW AWARENESS OF THE IMPLICATIONS AND MEANING OF THESE TERMS.

Do you think that "Free Palestine" means that there should be a Palestinian state next to Israel, or does it mean that Israel and its citizens should be destroyed?



Do you think that "From the River to the Sea" means that there should be a Palestinian state next to Israel, or does it mean that Israel and its citizens should be destroyed?



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QFREEPAL, QRIVERSEA

CROSS NATIONAL COMPARISON: PERCEPTION OF ISRAEL OPPRESSION

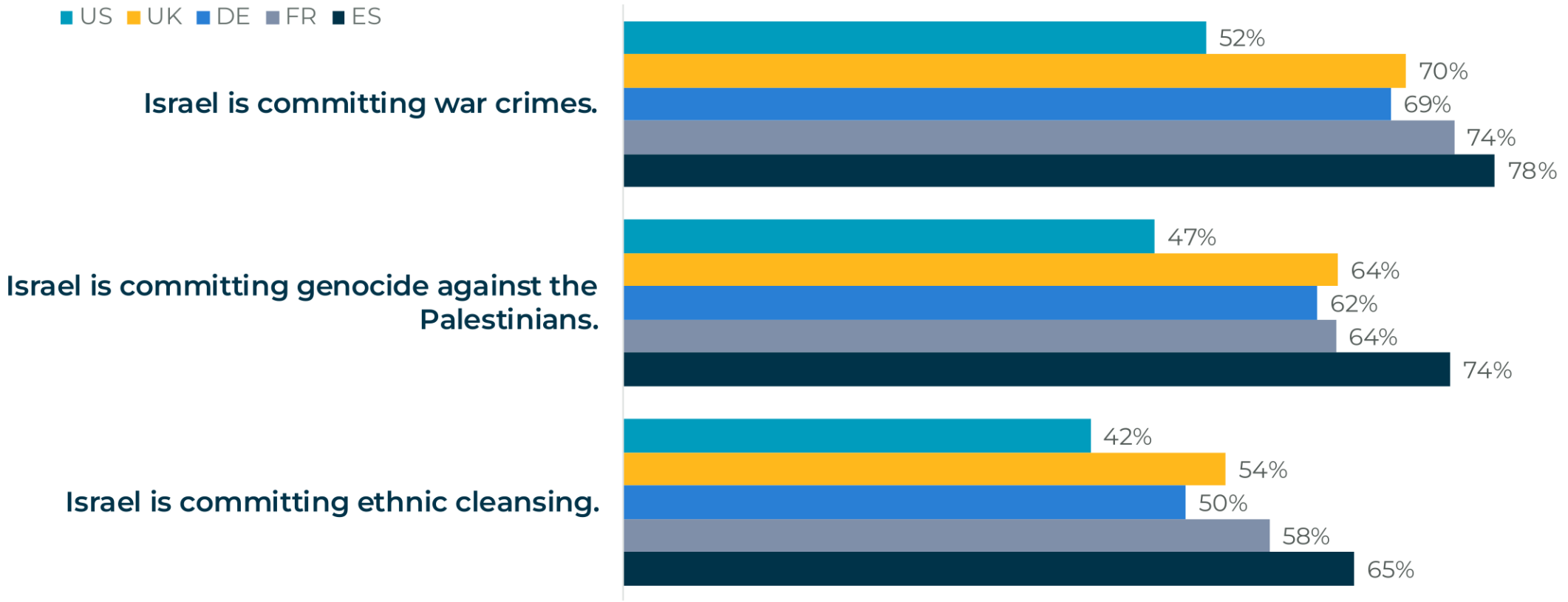
HALF OF AMERICANS AND MAJORITIES OF THE UK AND EU AGREE ISRAEL HAS BEEN OPPRESSING PALESTINIANS.

Strongly / Somewhat Agree

CROSS NATIONAL COMPARISON: PERCEPTION OF ISRAEL COMMITTING WAR CRIMES

THE MAJORITY OF THOSE IN THE UK AND EU MARKETS AGREE THAT ISRAEL IS COMMITTING GENOCIDE AGAINST THE PALESTINIANS.

Strongly/ Somewhat Agree



MESSAGES THAT PERFORM WELL OVERALL (ALL MARKETS)

Messages were randomized; respondents saw a limited set of messages, the sample size varies by message. Highlights indicate the top 20% of scores within each demo group.

	US	UK	DE	FR	ES
AVERAGE SCORE ALL MESSAGES:	**97**	**68**	**66**	**52**	**55**
The purpose of Hamas is to destroy all Jews, and in pursuit of that goal, they are willing to brutally kill civilians at a rock concert, murder families in their homes, take and hold hostages in tunnels, and even sacrifice their own people.	127	62	94	77	76
Iran poses a serious risk to the U.S. through threats or direct use of nuclear weapons.	127	91	72	67	80
Antisemitism is a form of racism that is increasingly widespread. People are killing and attacking Jews based on who they are and what they believe in.	119	79	86	90	60
The terrorists that surround Israel commit acts of genocide against Jews, mutilate and rape women, burn babies, and mistreat and rape hostages. Dozens of these terror organizations have in their official charters the complete extermination of Israel. It is against this hate that Jews remain strong and committed to the survival of Israel.	117	78	73	64	62
Hamas is a terrorist group that is committed to the destruction of all Jews, and its charter plainly says that it was founded to "Establish an Islamic State in Palestine, which includes Israel, Eliminate the State of Israel, and Promote armed struggle (jihad) as the primary method to achieve these goals."	115	78	88	65	79
Over the past two decades, Hamas has launched tens of thousands of rockets and mortars at Israeli communities.	114	89	88	56	64

MESSAGES THAT PERFORM WELL (UK)

Messages were randomized; respondents saw a limited set of messages, the sample size varies by message. Highlights indicate the top 20% of scores within each demo group.

UK MESSAGING SCORES

	UK	UK – Gen Z	UK - Elite
AVERAGE SCORE ALL MESSAGES	**68**	**61**	**111**
It's time for Hamas to give up they have lost, and they should release the remaining hostages so a peace process can start — all they are doing is wasting innocent lives by continuing the war.	102	79	141
Iran poses a serious risk to the U.S. through threats or direct use of nuclear weapons.	91	68	132
Over the past two decades, Hamas has launched tens of thousands of rockets and mortars at Israeli communities.	89	75	118
Israel is the only democracy in the region and the only country there with fundamental human rights for its people and has created a vibrant culture. It is a nation by any standard and deserves full, unfettered recognition by all nations as the homeland for the Jewish people.	87	65	153
Israel deserves its freedom from violence and persecution as it is a true nation of 9 million people who have risen from the Holocaust to create cities like Tel Aviv and a true homeland for Jews who were dispersed among many nations by waves of antisemitism.	84	80	148
The Jewish people need a homeland because of the history of antisemitism and the millions of Jews killed during World War II.	83	76	122

MESSAGES THAT PERFORM WELL (DE)

Messages were randomized; respondents saw a limited set of messages, the sample size varies by message. Highlights indicate the top 20% of scores within each demo group.

	GERMANY MESSAGING SCORES		
	DE	DE – Gen Z	DE - Elite
AVERAGE SCORE ALL MESSAGES	**66**	**57**	**69**
Hamas celebrates a culture of death, radicalizing the youth in Gaza to hate the Jews, paying to have terrorists kill Israelis and celebrate the atrocities such as the rape and murder of women and babies.	95	76	93
The purpose of Hamas is to destroy all Jews, and in pursuit of that goal, they are willing to brutally kill civilians at a rock concert, murder families in their homes, take and hold hostages in tunnels, and even sacrifice their own people.	94	75	99
The Jewish people need a homeland because of the history of antisemitism and the millions of Jews killed during World War II.	89	62	106
It's time for Hamas to give up they have lost, and they should release the remaining hostages so a peace process can start — all they are doing is wasting innocent lives by continuing the war.	89	77	108
Hamas is a terrorist group that is committed to the destruction of all Jews, and its charter plainly says that it was founded to "Establish an Islamic State in Palestine, which includes Israel, Eliminate the State of Israel, and Promote armed struggle (jihad) as the primary method to achieve these goals.“	88	72	102
Over the past two decades, Hamas has launched tens of thousands of rockets and mortars at Israeli communities.	88	74	105

MESSAGES THAT PERFORM WELL (FR)

Messages were randomized; respondents saw a limited set of messages, the sample size varies by message. Highlights indicate the top 20% of scores within each demo group.

	FRANCE MESSAGING SCORES		
	FR	FR – Gen Z	FR - Elite
AVERAGE SCORE ALL MESSAGES	**52**	**37**	**49**
Antisemitism is a form of racism that is increasingly widespread. People are killing and attacking Jews based on who they are and what they believe in.	90	82	90
The purpose of Hamas is to destroy all Jews, and in pursuit of that goal, they are willing to brutally kill civilians at a rock concert, murder families in their homes, take and hold hostages in tunnels, and even sacrifice their own people.	77	35	85
Iran is behind many terrorist movements in the Middle East, with the goal of spreading radical Islam throughout the region and the world. This is a religious conflict, and their primary objective is to eradicate Israel and Jews.	73	48	74
Iran poses a serious risk to the U.S. through threats or direct use of nuclear weapons.	67	37	73
It's time for Hamas to give up they have lost, and they should release the remaining hostages so a peace process can start — all they are doing is wasting innocent lives by continuing the war.	67	40	60
Hamas is a terrorist group that is committed to the destruction of all Jews, and its charter plainly says that it was founded to "Establish an Islamic State in Palestine, which includes Israel, Eliminate the State of Israel, and Promote armed struggle (jihad) as the primary method to achieve these goals."	65	26	68

MESSAGES THAT PERFORM WELL (ES)

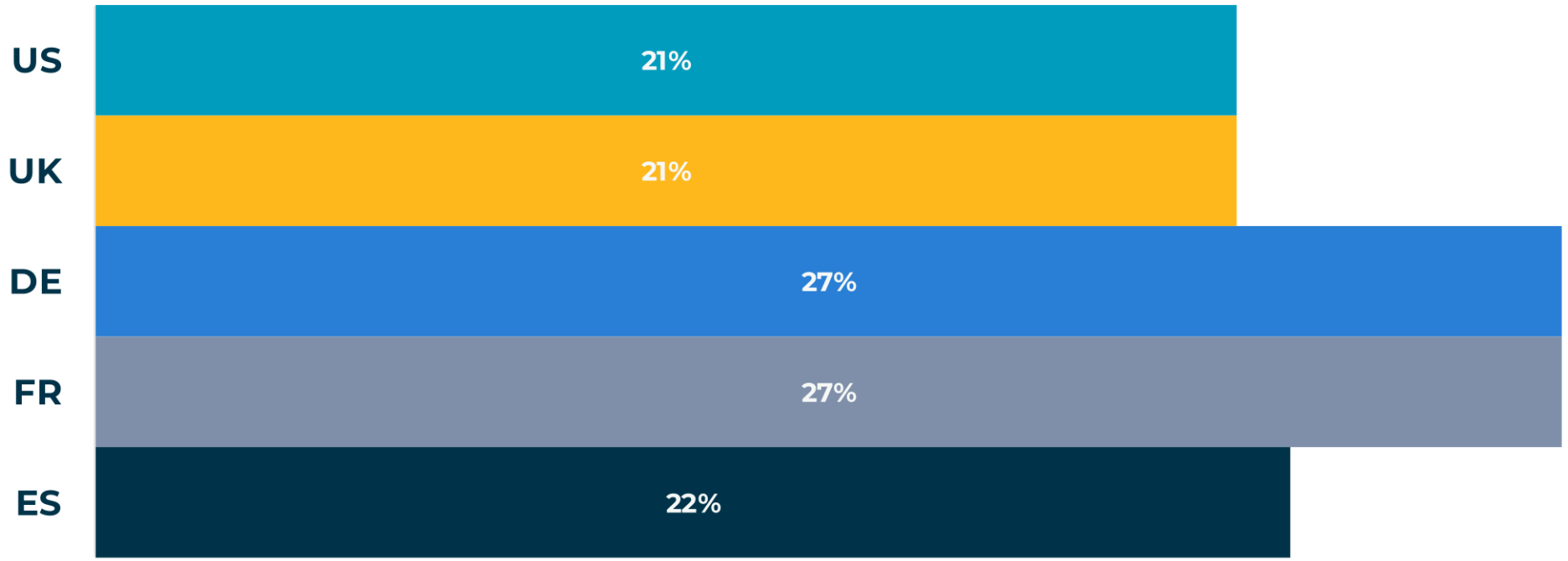
Messages were randomized; respondents saw a limited set of messages, the sample size varies by message. Highlights indicate the top 20% of scores within each demo group.

	SPAIN MESSAGING SCORES		
	ES	ES - GenZ	ES - Elite
AVERAGE SCORE ALL MESSAGES	**55**	**39**	**55**
It's time for Hamas to give up they have lost, and they should release the remaining hostages so a peace process can start — all they are doing is wasting innocent lives by continuing the war.	86	50	96
The alliance between the left-wing parties, movements, and politicians with the cause of Hamas makes no sense because Hamas persecutes gays and allows no personal or religious freedom.	81	60	83
Iran poses a serious risk to the U.S. through threats or direct use of nuclear weapons.	80	62	84
Hamas celebrates a culture of death, radicalizing the youth in Gaza to hate the Jews, paying to have terrorists kill Israelis and celebrate the atrocities such as the rape and murder of women and babies.	79	53	69
Hamas is a terrorist group that is committed to the destruction of all Jews, and its charter plainly says that it was founded to "Establish an Islamic State in Palestine, which includes Israel, Eliminate the State of Israel, and Promote armed struggle (jihad) as the primary method to achieve these goals."	79	65	82
The purpose of Hamas is to destroy all Jews, and in pursuit of that goal, they are willing to brutally kill civilians at a rock concert, murder families in their homes, take and hold hostages in tunnels, and even sacrifice their own people.	76	29	74

CROSS NATIONAL COMPARISON: SHIFTS ON FAVORABILITY AS A PERCENT OF TOTAL

CONSISTENT SHIFT ACROSS MARKETS

Favorability Toward Israel: Shift Positive



THANK YOU